

# trade news

RCA BUILDING · RADIO CITY · NEW YORK

October 1, 1952

PR-17A-9-45

NBC ANNOUNCES 100% PARTICIPATION BY AFFILIATES  
IN NEW NETWORK PLAN FOR REVISION OF  
RADIO RATES AND DISCOUNTS

The National Broadcasting Company today announced 100% participation by its affiliated stations in the new network plan involving a revision of NBC's radio rates and discounts. The revision will become effective Wednesday, Oct. 1, 1952, with the normal six months' protection to advertisers whose total time costs would be increased on any program ordered prior to Oct. 1.

The revisions, presented by the network to its affiliates at a meeting in Chicago at the beginning of September, provide for a reduction of approximately 25% in evening net time costs, an increase of about 4% in Monday-through-Friday morning net time costs, and an average 8% reduction in Saturday and Sunday morning net time costs. Afternoon time costs remain unchanged.

In a letter to advertising agencies and sponsors, John K. Herbert, NBC vice president in charge of Radio and Television Network Sales, stated that the changes are accomplished by a simplified discount structure designed to offer additional benefits to all types of advertisers, and by restoration of the 10% reduction in daytime gross rates put into effect in July 1951.

The new discount structure consists of weekly dollar volume discounts and an annual rebate for 52 consecutive weeks of broadcasting. On evening programs, the advertiser may elect an overall discount in lieu of weekly discounts and annual rebate, if his annual gross billings meet the required amount. The former full network discount has been eliminated.

(more)

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## 2 - Network Plan

In pointing out the advantages of the new discount structure, Herbert stated in the letter:

"We have placed principal emphasis on substantial weekly dollar volume discounts because we believe that they provide maximum flexibility in covering varied types of network purchase. With such discounts, the value of using NBC's network facilities for seasonal advertising and special saturation campaigns becomes even more pronounced; and it becomes economically attractive for all advertisers to expand station lineups progressively in the light of their particular advertising requirements. At the same time, the year-round advertiser receives optimum discount benefits. We feel that the values of our discount approach are particularly striking in comparison with a discount system based on annual volume."

The plan also provides for a new method of charging for combinations of day and night time periods purchased by the same advertiser. Under this new method, an advertiser buying a five-day strip consisting of a minimum of 15 minutes a day and another period of at least 15 minutes, receives the lower "contiguous" rate on total program time within any one day. In referring to this aspect of the plan, Herbert stated:

"Under this new policy, a daytime strip advertiser can buy an evening period or strip at very substantial savings; and conversely, an evening advertiser can add daytime programming to his NBC schedule on an economic basis. By extending these contiguous rate benefits, we are seeking to develop for advertisers the combined and complementary advantages of daytime and evening radio as a low cost, effective means of reaching tremendous unduplicated and diversified audiences."

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NBC-New York, 10/1/52



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 1, 1952

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'VICTORY AT SEA,' FILM-AND-MUSIC HISTORY OF NAVAL  
OPERATIONS DURING AND AFTER WORLD WAR II,  
TO START OCT. 26 ON NBC TELEVISION  
- - -  
26-Part Series to Be Presented by Network  
And U.S. Navy as Public Service

\*-----\*

## PREMIERE

VICTORY AT SEA, 26-part film-and-music dramatic history of naval operations of the 10 crucial years during and after World War II, will be presented as a joint public service by the NBC television network and the United States Navy, on Sundays from 3:00 to 3:30 p.m., EST, starting Oct. 26.

The first network-produced motion picture to present contemporary history in a dramatic manner, "Victory at Sea" drew lavish praise from TV editors at a recent press-preview showing of the first two programs. "Wonderful viewing," said one writer, for whom the program had "a hypnotic fascination." "An intensely moving, keenly analytical saga," another critic observed. "It packs a powerful emotional wallop," a reviewer said, adding that "the television audience is in for a treat."

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY



## 2 - 'Victory at Sea'

The series has been produced for NBC, with the full and official cooperation of the Department of the Navy, by Henry Salomon, Naval historian and collaborator with Rear Adm. Samuel Eliot Morison in writing the 14-volume, Bancroft-prize-winning "History of United States Naval Operations in World War II."

"We have developed motion pictures for television," Salomon said, "rather than using television to exhibit motion pictures."

Secretary of the Navy Dan A. Kimball said, "We are grateful to the National Broadcasting Company, which made this series as a patriotic public service. Such a complete story has never been told before. Much of this film, up to now, has been held confidential. It is now released in the public interest." The series, Kimball added, "will establish a new high mark in television."

Capt. Walter Karig, special assistant to the Secretary of the Navy, and well-known as a writer of history and fiction, worked closely with NBC as technical advisor for "Victory at Sea."

Richard Rodgers, the distinguished American composer, has written an original musical score for "Victory at Sea" totaling 13 hours of music -- the longest symphonic score ever written. Robert Russell Bennett arranged the score and conducted the NBC Symphony in its performance.

"Victory at Sea" has been assembled from more than 60,000,000 feet of film from the files of 10 different governments and 26 different agencies, including the extensive files of the Navy Photographic Center. Much of the film, including German and Japanese footage, will be seen for the first time, even by Navy personnel, according to Kimball.

(more)



The attack on Pearl Harbor, for instance, is seen largely through the eyes of the Japanese -- the planning of the attack in Tokyo, the training of naval aviators and the mission itself. Submarine warfare in the Atlantic is seen partly through the eyes of German U-boat crews.

Producer Salomon has written a script which he says "should serve only as an unobtrusive guide to events on the screen, not as a running commentary." The narration -- written with Richard Hanser, author, editor, and motion-picture writer -- is spoken by Leonard Graves, from the cast of the current Rodgers and Hammerstein musical success, "The King and I."

"Superbly edited and arranged," according to one TV reviewer, "Victory at Sea" is directed by M. Clay Adams and edited by Isaac Kleinerman. Adams came to NBC after long experience in Hollywood and producing films for the Armed Forces. Kleinerman is a veteran motion-picture director and editor. Their combined tasks, among others, involved winnowing the best 61,815 feet of film from the original source of 60,000,000 feet.

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NBC-New York, 10/1/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 1, 1952

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'BUICK CIRCUS HOUR,' NEW MUSICAL SHOW WITH BOOK  
BY ANITA LOOS, TO STAR JOE E. BROWN,  
DOLORES GRAY AND JOHN RAITT

\*-----\*

## PREMIERE

A host of showbusiness personalities will join in presenting the BUICK CIRCUS HOUR on NBC television every fourth Tuesday, beginning Oct. 7 (8:00 p.m., EST). The other three weeks of the Tuesday time period feature Milton Berle and the "Texaco Star Theatre."

The new "Buick Circus Hour" series will be sponsored by the Buick Division of General Motors Corp., through the Kudner Agency, Inc., and will originate in NBC's Center Theatre, New York.

The "Buick Circus Hour" will be a musical show with a book written by Anita Loos and Jerry Seelen. Joe E. Brown, Dolores Gray and John Raitt will be starred on the show, which will be produced and directed by John C. Wilson. Victor Young will be music director, sets will be by Stewart Cheney, costumes by Frank Thompson and television direction by Frank Burns.

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The musical show is the story of a famous old circus clown (played by Joe E. Brown), who adopted an infant girl he found on his doorstep about 20 years ago. Despite his efforts to keep her out of show business, the beautiful young lady (Dolores Gray) has obtained a job singing in a night club, though her real ambition is to be in the circus.

The circus owner (John Raitt), who lives with the same extravagance that he produces his show, is as anxious as her father to keep her out of circus life. The girl, secretly in love with the circus owner, persists in her efforts to find a place in an act under the big top.

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NBC-New York, 10/1/52



'THE LIVING WORD,' NEW SERIES OF DRAMATIC READINGS  
FROM THE BIBLE, TO BE OFFERED ON NBC RADIO

A new series of dramatic readings from the Bible will be presented by NBC radio under auspices of Protestant, Catholic and Jewish faiths, in turn, under the title THE LIVING WORD, on Sundays (network except WNBC, 11:45-12:00 noon, EST).

In October and November, the program will be produced in cooperation with the National Council of Churches of Christ in the U.S.A., with readings selected from the new Revised Standard Version, just published. On the initial broadcast, Sunday, Oct. 5, Rock Rogers will be narrator, and Dr. James Muilenburg of Union Theological Seminary, New York City, will give a brief historical introduction. Dr. Muilenburg is one of the 27 scholars who translated the Revised Standard Version.

Plans call for future broadcasts in cooperation with the National Council of Catholic Men and with the Jewish Theological Seminary of America. In most cases, the readings will be selected in accordance with the liturgical years of the participating religions. Whenever possible, selections will be taken from the most recently authorized versions of the respective Bibles.

Marilyn Kaemmerle will be producer and Fred Weihe director.

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NBC-New York, 10/1/52



DR. ENGSTROM PREDICTS U.S. WILL HAVE 50,000,000

TELEVISION SETS WITHIN FIVE YEARS

A prediction that "within five years we will have at least 50,000,000 television sets in the United States" was made by Dr. E.W. Engstrom, Radio Corporation of America vice president in charge of the RCA Laboratories Division, during an interview on "Today," NBC-TV news show.

Dr. Engstrom said that these 50,000,000 TV sets will be tuned not only to the present channels, but also to new ultra high frequency channels. He spoke from Chicago, where he is attending the Eighth Annual Electronic Conference.

Interviewed by NBC reporter Jim Hurlbut, Dr. Engstrom stated that "color television is definitely on its way." He added, "many groups in industry are participating in the development. We're in the process now of deciding on the standards to be used. Of one thing we're certain, and that is that we can have a compatible system, a system so that a person having a black and white set will be able to see the pictures, in black and white of course; but if he purchased a new set, in color. We can look forward to the enhancement of television broadcasting in the not too distant future by the addition of color."

"Today," with Dave Garroway, is seen on the NBC-TV network, Monday through Friday, 7:00-9:00 a.m., EST and CST.

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NBC-New York, 10/1/52



TWO ADDED DAYS OF 'LORENZO JONES' SPONSORSHIP  
MAKES IT ACROSS-THE-BOARD FOR HAZEL BISHOP, INC.

Hazel Bishop, Inc. has purchased the Tuesday and Thursday radio periods of NBC's LORENZO JONES serial drama effective Tuesday, Oct. 7, the network announced.

The client had sponsored the Monday, Wednesday and Friday broadcasts of the series previously, and now will be identified with the program Mondays through Fridays inclusive beginning the week of Monday, Oct. 6.

Hazel Bishop No-Smear Lipstick is the product being advertised. Raymond Spector, Inc. is the advertising agency.

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CORRECTION, PLEASE!

In an NBC news release and a credit list dated Sept. 18, it was incorrectly stated that Buchanan & Co., Inc. was the advertising agency for DOC CORKLE, the family comedy series starring Eddie Mayehoff, which starts on NBC-TV Sunday, Oct. 5. The sole agency handling the account for the sponsor, Reynolds Metals Company, is the Russel M. Seeds Company, which is packaging and producing the entire series.

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O'KEEFE IS "O.K." WITH CHEESE INDUSTRY

The nation's dairy farmers and their American Dairy Association have selected DOUBLE OR NOTHING emcee Walter O'Keefe as "favorite comedian" in celebration of Cheese Festival time.

"Double or Nothing" will honor the American Cheese Industry on the Wednesday, Oct. 8 broadcast (NBC radio network except WNBC, 10:30 a.m., EST).

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NBC-New York, 10/1/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 2, 1952

TELEVISION BLAZES TRAIL INTO THE NORTHWEST

WITH OPENING OF UHF STATION IN OREGON

- - -

Chairman Walker of FCC and Brig. General Sarnoff Join in  
Nationwide Salute to KPTV at Portland as Historic Step  
In the Advance of Television

Opening with a special program from New York followed by the World Series, Station KPTV, Portland, Oregon, went on the air yesterday with regular program service as the first commercial UHF (ultra-high-frequency) station in the country.

In a 15-minute telecast prior to the call to "play ball" at Ebbets Field in Brooklyn, Paul A. Walker, chairman of the Federal Communications Commission, and Brig. General David Sarnoff, chairman of the Radio Corporation of America, extended congratulations to the new station.

Speaking from Washington, D.C., Chairman Walker extended greetings to KPTV as the "harbinger" of a new era of expansion for American television. He referred to the speed with which the station was installed at Portland by its owner, Herbert Mayer, president of the Empire Coil Company, Inc., which acquired the complete transmitting equipment that RCA-NBC had used since 1949 to test and develop UHF television at Bridgeport, Conn.

"This takes television into a new frontier of the ether," Chairman Walker said. "We can now have upwards of 2,000 stations,

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY



Thirteen hundred communities can have their own stations. More communities can have their own television station than now have a daily newspaper of their own. The smaller towns and rural areas as well as the big cities of the nation can now have service. Today, we salute the first fruit of our effort to bring this five-fold expansion of our television system. In due time, other UHF stations will be built all over the nation."

Upon the completion of Commissioner Walker's remarks, the program switched to New York where Miss Sandra Mayer, on behalf of her father, owner of the station, presented to General Sarnoff a citation in appreciative recognition of the manifold benefits which the Radio Corporation of America has contributed to the development and growth of television as well as to the planning and research that made it possible for KPTV to begin broadcasting at this time on UHF.

"In bringing television to Portland, Mr. Herbert Mayer, president of the Empire Coil Company, and his associates have acted in the traditional pioneering spirit of the great Northwest," General Sarnoff said. "They are blazing a new trail which leads to and from all parts of the country.

"The Radio Corporation of America finds particular satisfaction in the fact that the transmitter which brings television to Portland was first used by our engineers in the experimental development of UHF at Bridgeport, Conn.," continued General Sarnoff. "Quite appropriately, they named that station 'Success Hill.' We congratulate Mr. Mayer and the Empire Coil Company for having transplanted, with amazing speed, the UHF station from Success Hill to Council Crest overlooking your wonderful city.

(more)

thirty hundred commodities can have their own stations, and the  
 station can have their own delivery station then we have a really  
 independent of their own. The smaller towns and rural areas as well as  
 the big cities of the nation will have their own stations. These, we believe  
 the first level of our effort is to have this five-fold expansion of our  
 delivery system. In the same, other stations will be built all  
 over the nation."

Upon the completion of construction of delivery stations, the  
 program related to new food stores will become highly in demand of the  
 future center of the nation, concerned to develop a delivery  
 in representative recognition of our national policy which the people  
 cooperation of America has contributed to the development and growth  
 of delivery as well as in the planning and execution and make it  
 possible for KITY to begin broadcasting at this time in the

"In relation to delivery in the future, Mr. Robert Adams, presi-  
 dent of the Radio Golf Company, and his associates have noted in the  
 development of delivery spirit of the Great Northwest," a local delivery  
 said. "They are starting a new delivery station to and from all parts  
 of the country."

"The Radio Golf Company of America finds particular interest  
 from in the fact that the expansion which brings delivery to Port-  
 land has first used as an experiment in the experimental development  
 of the delivery system. The company is now planning to build a  
 delivery station in the Pacific Northwest. The company  
 Mr. Adams and the Radio Golf Company for having demonstrated, with  
 growing speed, the one station from Portland will be built first over-  
 looking your community city."

"As a triumph in radio exploration," he said, "the opening of the UHF spectrum may well be compared with the historic Lewis and Clark expedition that opened up the northwest wilderness and made valuable scientific collections and observations. As those famous explorers pushed Westward overland through forests, over rivers and mountains, so RCA research scientists and engineers for more than 25 years have conducted an expedition in the wilderness of space. To reach the goal of UHF they had to develop new electronic tools, new types of electron tubes and other equipment.

"As the pioneer explorers confronted obstacle after obstacle, so have the radio pioneers found the going hard. It is no easy job to open up new and invisible territories that spread through space. Indeed, it may be said of UHF, as it was said of the Lewis and Clark expedition, 'Few feats of exploration excel this in romantic interest.'

"These ultra-high-frequencies are of great significance to the future of television," General Sarnoff said. "Hundreds of new channels bring additional millions of Americans into range of television programs, not only for entertainment and news but for education.

"Chairman Walker and his associates on the Federal Communications Commission are to be highly commended for their great interest in bringing the new trails of UHF into service. By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic.

"We are happy to have had a part in blazing this trail across the continent, and are pleased to have KPTV affiliated with the National Broadcasting Company's TV network. I know NBC will do its best to bring you entertainment, news, education and sports from all parts of our great country, and from places beyond its borders. And we look forward to seeing programs and events from Oregon which you will send us."

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NBC-New York, 10/2/52



NBC-TV PROGRAM

CREDITS FOR 'HOLLYWOOD OPENING NIGHT' ON NBC-TV

TIME: "Hollywood Opening  
Night," NBC-TV, Mon-  
days 9:00 p.m., EST  
(Starting Oct. 6).

FORMAT: Original plays devised  
to showcase the star  
performers.

STAR: Will vary with each show.

PRODUCER-DIRECTOR: William Corrigan

ASSOCIATE DIRECTOR: Marilyn Evans

STORY EDITOR: Boris Sagal

SCENIC DESIGNER: Spencer Davies

COSTUME DESIGNER: Kate Lawson

TECHNICAL DIRECTOR: Lou Onofrio

LIGHTING DIRECTOR: Boris Isaacson

MUSICAL DIRECTOR: Fred Albeck

SPONSOR: Pearson Pharmacal Co.,  
for Ennds.

AGENCY: Harry B. Cohen

ORIGINATION: NBC studios in Burbank,  
Calif.

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NBC-New York, 10/2/52

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CREDITS FOR 'TWO FOR THE MONEY' ON NBC RADIO AND TV

TIME: "Two for the Money," 10:00 p.m.,  
EST, on NBC-TV (started  
Sept 30) and radio (starting  
Oct. 7).

FORMAT: Comedy-quiz, audience-  
participation, cash prizes

STAR: HERB SHRINER

JUDGE: Dr. Mason Gross

PRODUCER: Goodson-Todman agency

DIRECTOR: Jerome Schnur

WRITERS: Norman Barasch, Carroll Moore,  
and Roy Kammermann

MUSIC:  
DIRECTOR: Milton DeLugg

ANNOUNCERS: Dennis James, Ken Williams

SPONSOR: P. Lorillard Co., for Old Gold  
Cigarettes

AGENCY: Lennen & Mitchell

ORIGINATION: New York.

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NBC-New York, 10/2/52

REPORT FOR THE YEAR 1919

1. Name of the person or organization	1. Name of the person or organization
2. Address	2. Address
3. City	3. City
4. State	4. State
5. Zip	5. Zip
6. Date of birth	6. Date of birth
7. Sex	7. Sex
8. Race	8. Race
9. Religion	9. Religion
10. Education	10. Education
11. Occupation	11. Occupation
12. Marital status	12. Marital status
13. Number of children	13. Number of children
14. Name of children	14. Name of children
15. Date of marriage	15. Date of marriage
16. Date of divorce	16. Date of divorce
17. Date of death	17. Date of death
18. Cause of death	18. Cause of death
19. Burial place	19. Burial place
20. Other information	20. Other information

# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 3, 1952

SONGSTRESS PATTI PAGE AND COMIC FRANK FONTAINE  
TO HEADLINE 'SCOTT MUSIC HALL,' NEW  
TV REVUE STARTING OCT. 8

## PREMIERE

"Tennessee Waltz Queen" Patti Page and comic impressionist Frank Fontaine will be starred on SCOTT MUSIC HALL, new musical revue which will become an NBC television network feature on alternate Wednesdays beginning Oct. 8 (8:30 p.m., EST). Mary Ellen Terry will be the featured dancer on the show.

The new series will be sponsored by the Scott Paper Co., through the J. Walter Thompson Co. "Scott Music Hall" will be produced by Harry Herrmann and staged by B.G. Shevelove with choreography by Herb Ross.

Miss Page, who recently concluded a Summer television series, has achieved international prominence with her recording of "Tennessee Waltz," an overnight best-seller. It has been released in almost every country in the world with sales over the 4,000,000 mark. In addition to her hit records, which include "All

(more)



My Love," "With My Eyes Wide Open" and the current best-seller, "I Went To Your Wedding," Miss Page has appeared in night clubs all over the country.

Fontaine, noted for his comic impressions, has made guest appearances on top radio and television programs. He also has appeared in night clubs and in several films, including "Hit Parade of 1950," "Call Me Mister" and "Here Comes the Groom." The versatile comedian is famous for his "John L.C. Sivoneeey" character, the "sweepstakes winner," and other impersonations of characters ranging in age from eight to 80.

The "Cavalcade of America" television program is presented in the alternate Wednesday time period.

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NBC-New York, 10/3/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 3, 1952

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'KUKLA, FRAN AND OLLIE' TO CELEBRATE  
FIFTH ANNIVERSARY ON TELEVISION

---

Burr Tillstrom and all the Kuklapolitans  
To Mark Event on Program Oct. 12

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Burr Tillstrom, along with KUKLA, FRAN AND OLLIE and all the Kuklapolitan Players, will celebrate the fifth anniversary of their popular television program on Sunday, Oct. 12, (NBC-TV, 4:00 p.m., EST).

They are all busily engaged in preparing a few special surprises for the celebration during the regular telecast of their program that day.

True video pioneers, Tillstrom and his group of little people first faced TV cameras when the expanding new medium was still in the experimental stage. They took part in RCA television demonstrations from a Chicago department store as early as 1939, and in 1940 they went to Bermuda to do ship-to-shore telecasts, again for RCA Victor. They also appeared in RCA's special exhibition telecasts at the New York World's Fair.

Continuing his TV work over Chicago station WBKB in 1942 and succeeding years, Tillstrom began his first regular television program over that station on Oct. 13, 1947, which incidentally was his

(more)



own birthday. The program, which began as an hour-long show under the title, "Junior Jamboree," changed its title soon afterward to "Kukla, Fran and Ollie." A year later the show was moved to the NBC Mid-western network and in 1949, when the coaxial cable was linked to the East Coast, "Kukla, Fran and Ollie" went on the full NBC network.

In addition to being the oldest continuous program of its type on TV, "K, F and O" also has enjoyed one of the longest television associations with a sponsor. RCA Victor, which sponsored Burr's first experimental telecasts, has continued to be and still is their sponsor.

Kukla and Ollie, together with Tillstrom and singer Fran Allison and all the members of the group, have received high critical acclaim and many citations from award-making groups. Their universal appeal was summed up in the following manner by Radio-TV columnist Jack Gould in the N.Y. Times: "Without any question whatsoever, it is the most charming and heartwarming excursion into pure make-believe that is to be found on television today -- a program which in its taste, imagination and wonderful fun probably has almost as many adult fans as it does young admirers... 'Kukla, Fran and Ollie' has the verity and innate appeal of the ageless fable, yet it is projected with all the timeliness and know-how of contemporary theatre. On all counts it is uniquely television."

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NBC-New York, 10/3/52



MERRILL MUELLER IS ASSIGNED TO PRESIDENT TRUMAN'S TRAIN  
IN NBC'S 'WHISTLE STOP' COVERAGE OF CAMPAIGN

To complete its "whistle-stop" coverage of the Presidential campaign, NBC has assigned Merrill Mueller, news commentator, to President Truman's train, William R. McAndrew, manager of the news and special events department, announced today.

Mueller and an NBC cameraman and a tape-recording engineer will be with the President until he returns to the White House prior to Election Day.

Frank Bourgholtzer of NBC's Washington Staff now is covering Governor Adlai Stevenson's campaign after spending the early stages of the campaign with General Eisenhower.

Ray Scherer, NBC correspondent formerly aboard Stevenson's train, is now reporting the latest news from General Eisenhower's mobile headquarters.

Film camera crews and sound engineers accompany each of the NBC correspondents. Up-to-the-minute sound and film reports of the campaign are features of NBC's most complete election coverage ever on both television and radio networks.

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ENGINEERS TO HEAR RADIO-TV ELECTION COVERAGE PLANS

F.A. Wankel, NBC's manager of TV technical operations, will address the second annual broadcast symposium of the Institute of Radio Engineers at Philadelphia's Franklin Institute on "how television and radio networks plan to cover election night returns in November." Wankel's talk on Monday, Oct. 27, also will give the behind-the-scenes story of television coverage of the Chicago political conventions last July.

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.H.V. KALTENBORN RECALLS 10 RADIO YEARS ON  
2,500th PURE OIL NEWS PROGRAM

PURE OIL NEWS TIME will celebrate its 2,500th program on the air, Wednesday, Oct. 8 at 7:00 p.m., EST, on NBC radio (network except WNBC) when H.V. Kaltenborn, noted commentator, reminisces with announcer Lyle Van on their more than a decade of world news broadcasts together.

Kaltenborn broadcasts Monday, Wednesday and Friday of each week for Pure Oil. On Tuesday and Thursday at the same time, Richard Harkness is the commentator for the 15-minute news show.

Leo Burnett Co., Inc., is the agency for the Pure Oil Company.

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J. ROBERT MYERS IS NAMED DIRECTOR OF PRODUCTION CONTROLS  
FOR NBC PRODUCTION DEPARTMENT

Announcement of the appointment of J. Robert Myers as director of Production Controls for the Production Department of the National Broadcasting Company has been made by Frederic W. Wile, Jr., vice president in charge of production. Myers was formerly purchasing manager for the television network.

Myers will be responsible for all fiscal matters of the Production Department, coordinating production controls and the work of personnel in that department. He will report to Leonard Hole, director of Production.

Myers joined NBC's Research Department in 1936, leaving in 1939 to become assistant director of Research of the National Association of Broadcasters. He rejoined NBC in 1942 as budget director. He subsequently was assistant to the vice president in charge of Finance and business manager of the television department. Myers is a graduate of Johns Hopkins University and was with the National City Bank of New York before coming to NBC.

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PAUL W. MENSING IS APPOINTED TO NBC'S  
CHICAGO RADIO SPOT SALES STAFF

Paul W. Mensing has been appointed to the Chicago Radio Spot Sales staff of the National Broadcasting Company, effective Oct. 1, William N. Davidson, national manager of NBC Radio Spot Sales, has announced.

Prior to joining the network, Mensing served for many years as a top account executive with the Christal Co., WLW's Chicago office, and Station WGN. His appointment, according to Davidson, sharply underlines the emphasis NBC is placing on its Spot Sales Department and Owned and Operated Division.

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NBC-New York, 10/3/52



# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 6, 1952

'CAMEL NEWSLINER' PLANE CHARTERED BY NBC FOR FASTER  
TV COVERAGE OF PRESIDENTIAL CAMPAIGN

NBC has chartered a "Camel Newsliner" airplane to provide faster and more colorful pictures of the Presidential campaign. The films taken from the "Newsliner" will be shown nightly on the CAMEL NEWS CARAVAN, Monday through Friday at 7:45 p.m., (EST) over the NBC-TV network.

The "Newsliner" is an amphibious Widgin airplane. Bill Birch, acting manager of NBC-TV news in Chicago, is the cameraman aboard. Birch has flown over the Eisenhower and Stevenson campaign trains for close-up shots. Once, at an Illinois whistle-stop, General Eisenhower interrupted his back platform speech to look up and wave at the NBC-TV plane.

In addition to making exclusive pictures possible, the plane will speed up daily delivery of the latest picture reports on the campaign direct to an NBC-TV coast-to-coast audience. NBC-TV's "Camel News Caravan" brings the nation today's news today. Francis McCall is producer of the "Camel News Caravan."

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CREDITS FOR 'FIRESIDE THEATRE' ON NBC-TV

TIME: "Fireside Theatre," NBC-TV,  
Tuesdays, 9:00 p.m., EST.  
(Returned to air Sept.  
30, 1952).

FORMAT: Half-hour series of great  
variety, encompassing  
comedy, adventure, drama.

CAST: Casts vary each week, using  
well-known screen players.

PRODUCER-DIRECTOR: Frank Wisbar, for Frank  
Wisbar Productions, Inc.

ASSOCIATE PRODUCER: Sidney Smith

WRITERS: Various writers for the  
productions.

ASSISTANT DIRECTOR: Maurice Vaccarino

DIRECTOR OF  
PHOTOGRAPHY: Benjamin H. Kline

COSTUMER: Pat Page

SPONSOR: Procter & Gamble, for Cris-  
co, Duz and Ivory Soap.

AGENCY: Compton Advertising, Inc.

ORIGINATION: Produced on film at Eagle  
Lion Studios, Hollywood,  
Calif.

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ATTACHMENT 1: SUMMARY OF INFORMATION

1. Name: [Name]	2. Date: [Date]
3. Location: [Location]	4. Time: [Time]
5. Subject: [Subject]	6. Status: [Status]
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85. Name: [Name]	86. Date: [Date]
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89. Subject: [Subject]	90. Status: [Status]
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97. Name: [Name]	98. Date: [Date]
99. Location: [Location]	100. Time: [Time]

# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 7, 1952

PHILLIPS PETROLEUM CO. TO SPONSOR DOUGLAS FAIRBANKS'  
'INTERNATIONAL THEATRE' IN 19 MARKETS

Douglas Fairbanks Jr.'s INTERNATIONAL THEATRE, NBC-TV's filmed dramatic series, has been bought by Phillips Petroleum Company for sponsorship in 19 markets, John B. Cron, manager of NBC's television film sales, announced today.

Cron said that "International Theatre," which Fairbanks started filming in England on Oct. 6, would be seen in Chicago, St. Louis, Milwaukee, Minneapolis-St. Paul, Indianapolis, Kansas City, Bloomington, Houston, Kalamazoo, Grand Rapids, Omaha, Davenport, Lansing, Oklahoma City, Ames, Tulsa, Salt Lake City, Albuquerque and Denver under Phillips sponsorship. Other sales negotiations for the high-quality half-hour dramatic series are pending, Cron said.

"International Theatre" will comprise a series of 39 films featuring stories of cosmopolitan flavor. The Dougfair Corporation is producing the films in London. Douglas Fairbanks, Jr., will be host and narrator for the series and will star in some of the films. The first "International Theatre" story to go into production is "The Outpost" by Joel Murcott, with screenplay by Robert Westerby.

(more)



2 - Phillips Petroleum to Sponsor

Robert W. Sarnoff, NBC vice president in charge of the film division, is now in London and will return to New York next week.

"International Theatre," like other NBC film properties such as "Hopalong Cassidy," "Dangerous Assignment" and the new "Lilli Palmer Show," is available for local or regional sponsorship on television on a syndicated basis.

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NBC-New York, 10/7/52

Section 10, Chapter 10, of the Government of the State of New York, in relation to the powers of the State Board of Regents, is hereby amended to read as follows:

"The State Board of Regents shall have the honor and duty to select and appoint, and to remove, the members of the State Board of Education, who shall hold office for a term of four years, and shall be eligible for re-election or re-appointment."

Enacted at Albany, New York, this 10th day of March, 1900.

Attest: JOHN W. WARD, Secretary.

# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 7, 1952

CHRISTMAS FEATURE WITH DAVE GARROWAY TO FEATURE NEW  
SALES DEVICE FOR SEASONAL CAMPAIGNS ON 'TODAY'

The NBC-TV early morning news and special events show, TODAY, with Dave Garroway, will offer potential sponsors a new sales device for seasonal saturation campaigns during the period from Nov. 3 through Dec. 24.

"Today" will present -- in addition to its existing well-tried formula of news, reviews, comedy and music -- a number of original features in keeping with the Christmas tradition, and which tie in with commercial products. From a TV camera shot of the world's largest Christmas tree in Rockefeller Center, New York, the camera will dissolve to Dave Garroway at his news desk looking at a tiny tree banked with wrapped gifts at its trunk. Dave then will unwrap a package and tell his vast audience the advantages of having a sponsor's product under someone's tree this Christmas.

Each day as the cameras constantly focus on Garroway, a sign on his news desk will remind viewers of the number of shopping days until Christmas. The first new sponsors to utilize the sales device will be Noma Electric Corp., through the Albert Frank-Guenther Law agency, and the Polaroid Land Camera, through BBD & O of Boston.

"Today" is seen on the NBC-TV network Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 7, 1952

NBC WINS 'BEST OF ALL INDUSTRY GRAND AWARD' FOR  
1952 TV DIRECT MAIL CAMPAIGN AND TWO OTHER  
HIGH HONORS AT DMAA CONFERENCE

The National Broadcasting Company received the "Best of All Industry Grand Award" for its 1952 television direct mail campaign from the Direct Mail Advertising Association at the opening breakfast of the DMAA's 35th annual conference at the Hotel Shoreham, Washington, D.C. (Wednesday, Oct. 8).

NBC also received two additional awards -- the 1952 "Best of Radio Network Industry" and "Best of Television Network Industry."

Ruddick C. Lawrence, NBC director of Promotion, Planning and Development for radio and television, in accepting the three awards on behalf of the network, emphasized his status as a representative of the entire staff, and characterized the campaigns that won the awards as the product of planned teamwork within the organization.

"We at NBC are continually trying to make the best promotion use of our own medium," Lawrence said, "and this recognition of our direct mail campaigns by the experts in a companion medium is most gratifying. Through our direct mail and promotion efforts, we try to reflect the great programs and showmanship, the aggressive selling and the good taste inherent in NBC. While our direct mail advertising runs the gamut from shows to research reports, we try to make each promotion piece represent the character and spirit of the material with

(more)



which it deals. All of our pieces are wed, each to the other, by a common expression of NBC leadership."

The team which worked on the television direct mail campaign included James Nelson, Advertising manager; John Fuller, Sales Promotion manager; John Porter, TV Sales Promotion supervisor; Richard Blake, On-the-Air Promotion supervisor; Frank McMahon, Advertising and Copy coordinator, and Edward Antonioli, Production supervisor. Art work was directed by Fred Veit, manager of Art, Production and Graphics, and John Graham, artist.

The staff which won the radio award included Jacob Evans, director of Advertising and Promotion; Pat Steel, Advertising Copy coordinator; Robert Hitchens, Radio Sales Promotion supervisor; Clyde Clem, Radio Audience Promotion supervisor; Edward Antonioli, Production supervisor, and Walter Van Bellen, Art director.

Samples of the winning NBC direct mail campaigns were exhibited at the conference.

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NBC-New York, 10/7/52



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NBC'S NEW TELEVISION STUDIOS AT BURBANK  
ARE OPENED WITH 'ALL STAR REVUE'

\*-----\*

NBC opened its multi-million dollar TV studios at Burbank, California, last Saturday night with a talent-packed program.

The "All Star Revue" showcased Milton Berle, Jimmy Durante, Phil Harris, George Jessel, Harpo Marx, Dinah Shore, Red Skelton and Rosalind Russell. As hostess for the show, Miss Russell made her television debut.

During the program Miss Russell pulled the lever officially starting operations at the ultra-modern West Coast studios and opened the main door to the new video headquarters with a giant key.

The new television plant was previewed for the local press last Tuesday. In the five days before Saturday's opening, NBC engineers and Austin Company builders rushed to complete the remaining work in time for the show.

Joseph H. McConnell, president of NBC, flew West to be present at the opening.

The reception following the show was attended by personalities from Hollywood's film colony as well as TV stars. The motion picture personalities included actors and actresses scheduled to appear in "Hollywood Opening Night," the first TV dramatic series to be telecast from the Burbank studios.

This first unit of the new TV studios includes two audience-type studio buildings and a spacious service building. The three structures are interconnected by a three-floor dressing room area and a long corridor through which a truck can be driven to supply settings and equipment to the studios from the rear.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 8, 1952

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'Kukla, Fran and Ollie'

To Become Radio Feature

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Charles Barry, NBC vice-president in charge of radio and TV programming, has announced that television's popular KUKLA, FRAN AND OLLIE show will make its debut on radio over the NBC network, Monday, Oct. 13, at 2:45-2:55 p.m., EST, and will be heard at this time Mondays through Fridays.

Barry, who has long felt that the "KF&O" troupe would make excellent radio listening, finally persuaded Burr Tillstrom, creator of the program, to take the plunge. Tillstrom picked the Oct. 13th date to begin his radio career for several special reasons. It was on Oct. 13, 1947 that he, along with "Kukla, Fran and Ollie," began their TV program which today is one of the most popular shows seen on that medium. In addition, Oct. 13 is also Tillstrom's own birthday.

The radio premiere of "Kukla, Fran and Ollie" will bring to radio for the first time such veteran TV performers as Kukla, Ollie, Buelah Witch, Madame Ooglepuss, Colonel Crackey, Fletcher Rabbit, Cecil Bill -- and singer Fran Allison, who will help to initiate her friends to a medium with which she is well acquainted. Fran is well

(more)



2 - 'Kukla, Fran and Ollie'

known to radio listeners through her many appearances, particularly her characterization of "Aunt Fanny" on Don McNeill's Breakfast Club program.

The Kuklapolitans' radio show will follow the same easy informal pattern of their video programs including songs, chatter, occasional guests and, as is usually the case with "KF&O," the unexpected is always to be expected.

In the words of Oliver J. Dragon, "The possibility of hearing the full, rolling tones of Madame Ooglepuss rendering -- and I believe I use that term correctly -- the lilting melody of the 'Happy Birthday Song' will be worth the price of admission in itself."

Their entire television "backstage family" also will be on hand to assist the Kuklapolitans in their new undertaking -- producer Beulah Zachary, director Lew Gomavitz, costume designer Joe Lockwood and music director Jack Fascinato.

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NBC-New York, 10/10/52



# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 8, 1952

UHF STATION IN YOUNGSTOWN, OHIO  
IS NEW AFFILIATE OF NBC

Affiliation of another ultra-high-frequency television station with the NBC television network was announced today by Sheldon B. Hickox, director of Station Relations. The new affiliate, which expects to go on the air sometime early in 1953, will be WFMJ-TV, on UHF channel 73 in Youngstown, Ohio.

NBC has already affiliated with KPTV, UHF station in Portland, Oregon.

The affiliation contract with WFMJ-TV was negotiated between Hickox and Leonard E. Nasman, sales manager of WFMJ, NBC radio affiliate in Youngstown, who will supervise the television station. Nasman represented William F. Maag, owner and publisher of The Youngstown Vindicator and WFMJ, in negotiations.

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NBC-New York



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 8, 1952

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\*

SPOTLIGHT ON GREAT RECITAL ARTISTS WHEN  
'MEET THE MASTERS' SERIES RESUMES ON TV

## RETURNING SERIES

The filmed musical series, MEET THE MASTERS, will resume on the NBC television network Sunday, Oct. 19 (NBC-TV, 5:30 p.m., EST). The program again will be sponsored by Lees Carpet Company.

The films of the world's great recital artists were made especially for television by World Artists headed by Rudolph Polk in Hollywood.

The series showing the musicians both on and off the concert stage will open with a film starring the world-renowned violin virtuoso, Jascha Heifetz. Other programs scheduled include Artur Rubinstein, pianist, Nov. 2; Gregor Piatigorsky, cellist, Nov. 16; Trio (Heifetz, Rubinstein, Piatigorsky), Nov. 30, and Marian Anderson, contralto, Dec. 14. The last two listed will be repeats of films shown last season.

The programs will be seen on alternate Sunday afternoons. D'Arcy Advertising is agency for the sponsor.

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'AL GOODMAN'S MUSICAL ALBUM,' WITH GUEST VOCALISTS  
AND 'WHEN HEARTS ARE YOUNG' THEME, RETURNS OCT. 13

\*-----\*

A program of popular music styled "in the Al Goodman manner" will return to NBC radio Monday, Oct. 13 at 10:35 p.m., EST (network except WNBC; on WNBC only, Wednesdays 10:35 p.m., EST) when NBC presents AL GOODMAN'S MUSICAL ALBUM.

The program will have as its theme "When Hearts Are Young," and each week will feature a guest vocalist. Eileen Christy will be the singer on the premiere program.

"Overture" from "Rio Rita," which includes "The Rangers' Song," "You're Always in My Arms," and "Following the Sun Around," will be featured Oct. 13. Other selections will be "Romance," from The Desert Song; "Indian Summer," "Dance, Ballerina, Dance," "Schubert Medley," "Summer Time," "Strange Music," "My Heart Stood Still," "Wish You Were Here" and a medley of sea chanteys including "Blow the Man Down," "Sailing, Sailing," and "Sailors' Hornpipe."

Goodman is noted as a conductor of "music in which it is possible to recognize the tune." For many seasons he led the pit orchestras in Broadway musical comedies, working with Eddie Cantor, Fred Allen, the late Al Jolson and other stars. In recent years, Goodman has gained much recognition in addition to extensive radio and television work, by recording albums of familiar music, favorites of the past 20 years. "Al Goodman's Musical Album" will originate in Hollywood.

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NBC TRADE NEWS

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KINESCOPED 'TRUMAN'S TOUR OF THE WHITE HOUSE'  
SENT OVERSEAS BY STATE DEPT.; AN NBC 'FIRST'

\*-----\*

An NBC-TV kinescope of a live network program is the first such TV program to be released by the Department of State to television stations in foreign countries. The NBC kinescope of "President Truman's Tour of the White House" was released last week by the U.S. Information Service, a division of the State Department, to television stations in England, France, Mexico and Cuba.

NBC-TV audiences originally saw the "live" program on May 3, 1952, when the President took them on a tour of the newly remodelled White House. At the request of NBC's correspondent, Frank Bourgholtzer, who accompanied the President, Mr. Truman played the grand piano in the East Room of the White House for the benefit of the TV audience.

The program, supervised by William R. McAndrew, manager of news and special events, was so popular that NBC repeated it by kinescope one week after the original tour.

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NBC-New York, 10/8/52





*an NBC Feature*

\*-----\*

FILES OF 10 GOVERNMENTS MADE AVAILABLE FOR TWO-YEAR  
TASK OF SELECTING 'VICTORY AT SEA' SHOTS  
FROM 60,000,000 FEET OF FILM

\*-----\*

An enterprising statistician has figured out that the 60,000,000 feet of film used, the source for VICTORY AT SEA, which begins on the NBC television network as a joint public service of NBC and the U.S. Navy on Sunday, Oct. 26 (3:00 p.m., EST), would run, without interruption, at the rate of 90 feet-a-minute for approximately 462 days -- or well over a year.

The glowing reviews accorded "Victory at Sea" by TV editors attending special preview showings of the program have been earned as a result of two years of painstaking work. The task of winnowing the best 61,815 feet of film (the amount required for the 26 half-hour programs) from this original source of 60,000,000 feet -- made available from the files of 10 different governments and 26 different agencies -- was made possible only by the establishment of a special NBC unit, staffed by experts and organized down to the last detail.

Robert W. Sarnoff, then director of NBC unit productions and now vice-president in charge of NBC-TV's newly created Film Division, immediately envisaged the vast potentialities of a public-service dramatic-documentary when he was approached two years ago with the idea for "Victory at Sea" by Henry Salomon, naval historian who had in mind a project for putting a history of naval operations on television.

Sarnoff, whose responsibilities then included "The Comedy Hour," "Your Show of Shows," "All Star Revue" and "The Kate Smith Hour," set in motion the machinery that resulted in "Victory at Sea."

(more)

AMERICA'S NO. 1 NETWORK - THE NATIONAL BROADCASTING COMPANY



## 2 - Victory at Sea

He cleared the decks for complete cooperation between the network and the Navy, organized a production unit to create the program, and made Salomon producer.

Integral to the production unit which Sarnoff organized is the cutting room, at 1600 Broadway, a few blocks from the NBC studios in New York. There film editor Isaac Kleinerman creates each half-hour program, of 2,377½ feet of film, from a plan drawn up by Salomon and the film director, M. Clay Adams. Both Kleinerman and Adams have already won kudos in the press for the arrangement and editing of the film -- much of which, according to Navy Secretary Dan A. Kimball, will be seen for the first time, even by Navy personnel.

Kleinerman starts with raw material of up to 50,000 feet for an individual episode, which he breaks down into subject matter, mood, feeling. He chooses, obviously, scenes with closeups, and has worked out with the laboratory a special printing process which emphasizes contrasts and actually makes the picture clearer on the TV screen than on a theater screen. With Salomon and Adams, Kleinerman checks every foot of the finished product on a closed-circuit TV broadcast, so that he knows exactly how each episode will look when it is aired.

The special unit has organized an elaborate catalogue and card index system which indicates whether certain subject matter is available at the Navy Photographic Center, at the National Archives, with the Alien Property Custodian, with the Royal Navy, the Indian Navy, the Signal Corps, whether it was captured from the Germans or the Japanese by the OWI, if it can be obtained through NBC correspondents abroad, and a myriad other details.

"In order to eliminate 99.9% of the 60,000,000 feet we had at our disposal, "Salomon said, "we had to set up an index system of 60,000 cards, just to be able to figure out what we could throw away."



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 10, 1952

NBC POLITICAL CONVENTION COVERAGE REACHED GREATER  
AUDIENCE THAN ANY OTHER NETWORK--RADIO OR TV

- - -

Nielson Surveys Reveal NBC Reached More TV Homes Than All  
Other Networks Combined; Study Covers 106 Hours on Air

The National Broadcasting Company's coverage of the 1952 political conventions reached an audience far greater than that of any other network, a study of surveys of the A.C. Nielson Company indicates

NBC television coverage of the political party conventions in Chicago in July of this year reached more homes than that of all other networks combined, the statistics show. NBC radio coverage reached more homes than that of any other single network.

The study, made by the network's Audience Measurement Division, presents comparisons based on the performance of each network during the average minute of each of some 106 hours of broadcast activity.

NBC's coverage of the conventions was sponsored by the Philco Corporation and its coverage of the election returns on the night of Tuesday, November 4, will likewise be sponsored by Philco.

The impact of the sponsor's use of the combined NBC radio and television facilities is reflected in figures showing the average audience listening or viewing during any average minute of the conventions.

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY



## 2 - Convention

In daytime sessions, NBC-AM and TV had 3,569,000 homes tuned in during any average minute. This figure was 41 per cent greater than that of the second network's 2,532,000 and 212 per cent greater than the third network's 1,143,000.

In evening sessions, NBC-AM and TV had 3,995,000 homes tuned in during any average minute. This was 53 per cent greater than the second network's 2,612,000 and 193 per cent greater than the third network's 1,364,000.

Radio's maximum audience during any day of the Republican Party convention was 7,576,000 homes and during the Democratic sessions it was 8,657,000. For each 100 homes reached by NBC Radio, the nearest competitor reached 93 in daytime sessions and 76 in the evening. The third network reached figures of 46 during the day and 35 in the evening, and the fourth network reached 14 during the day and 10 during evening sessions.

Television attained its maximum audience at the Republican convention with a figure of 8,655,000 homes and at the Democratic convention with 10,161,000. For each 100 homes reached by NBC Television the second network reached 48 homes during the day and 59 during the evening sessions. For the third network, similar comparisons show it reached 18 during the day and 22 during evening sessions. The fourth network reached 13 during both the day and evening sessions.

The audience for political convention coverage increased in size by the time of the Democratic meeting. The Republican proceedings were heard on radio by a maximum of 15,665,000 homes during any single day. This compared with 18,667,000 homes listening to some

(more)



### 3 - Convention

portion of the broadcasts during any single day of the Democratic convention.

In television viewing, the jump was from a maximum of 13,097,000 homes during the Republican convention to 14,556,000 homes during the Democratic.

NBC led the way in this increase of listening and viewing. There was no change in facilities between the conventions; all increases were based on increased audience acceptance of NBC's type of coverage.

NBC's increase in daytime listening was 685,000 homes; the second network increased by 385,000; the third network increased by 68,000; and the fourth network showed no increase. Nighttime listening increased by 167,000 homes on NBC and showed a decline on three other networks.

In television, NBC's increase during the day was 755,000 homes; the second network increased 131,000; the third network increased 81,000; and the fourth network increased 76,000. Nighttime viewing increased by 85,000 homes on NBC; 69,000 on the second network; and 54,000 on the third network. The fourth network showed a decrease.

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NBC-New York, 10/10/52

Section 5 of the Securities Exchange Act of 1934, as amended, requires that the Commission, in connection with its duties, shall cause to be prepared and filed with it a report containing the following information:

In addition to the information required by the Commission, the Commission may also require the registrant to file such other information as it may deem necessary or appropriate in connection with its duties.

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BOSTON-TO-HOLLYWOOD CABBIES, BEARING TRIBUTES  
TO EDDIE CANTOR, GET GALA RECEPTIONS EN ROUTE

You run up quite a fare on a cross-country taxi tour. By the time the taxi from Boston reached Grand Rapids, Mich., the meter read \$312. 45, and if a person were really interested in taking such a trip he would have to remember that the driver deserved a big tip.

The taxi mentioned is, of course, the one which left Boston Oct. 3 to deliver to Eddie Cantor in Hollywood some gifts from the Boston taxi drivers association in appreciation of his fine and sympathetic portrayal of "Maxie the Taxi" on the "Colgate Comedy Hour."

The cab was led into Erie, Pa., by a police escort with the siren wide open. It stopped at WICU the NBC station there, and the drivers appeared on a program with the mayor to receive his welcome to the city and to give to him a letter of greeting from Mayor Hynes of Boston.

The next stop that day was Cleveland, and upon arriving there the two drivers, Barry Freedman and Eddie Kupchick of Boston, were immediately whisked to the studios of WNBK, where they appeared on a television show with Johnny Richards and Mary Mayo. It developed that they had all attended the same high school in Boston and had graduated only a year apart, although neither seemed to remember the other.

Then on to Detroit, where they were met at the outskirts of town by a police and taxicab escort who took them to the Sheraton-Cadillac Hotel.

(more)



## 2 - Boston-to-Hollywood Cabbies

At Lansing, the next Michigan stop, the taxi was met by a motorcycle escort and taken to a large luncheon where the drivers were the guests of honor. At the luncheon were the mayor, the president of the largest local cab company and many of the town's most important businessmen. Many announcements on newscasts had preceded the arrival of the cab. The whole town seemed to know just what the cab was and where it was going.

Then the cab headed for Grand Rapids, and Mayor Goebel of that city greeted the drivers on the steps of the courthouse just before they were scheduled to appear on a local television show. The taxi is due in Milwaukee Oct. 11.

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NBC-New York, 10/10/52



F.A. WANKEL TO GIVE FIRST DEMONSTRATION OF NBC'S  
NEW CRASH TRUCKS AT ENGINEERS' MEETING

F.A. Wankel, manager of NBC-TV technical operations, will take one of the network's new crash trucks with him for the first demonstration of this type of mobile unit when he addresses the second annual meeting of the professional group of the Institute of Radio Engineers at Franklin Institute in Philadelphia Oct. 27.

The unit will be in operation throughout the convention so that television engineers in attendance from all over the country will have their first opportunity to examine it. It can be used for a live pickup on location almost anywhere without any of the technical equipment required by ordinary mobile units.

It even can transmit a show while it is in motion. The 15-ton truck requires a 10-man crew, is 35 feet long, can go up to 65 miles an hour, is air-conditioned and requires 135 gallons to "fill her up."

Wankel will describe the physical and technical aspects of network television coverage of the Chicago political conventions last July, pointing out the improvements that have been made for the forthcoming election night coverage.

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CREDITS FOR TALLULAH BANKHEAD SHOW ON 'ALL STAR REVUE'

TIME: NBC-TV, Saturday, Oct. 11 at  
8:00 p.m., EST

FORMAT: Revue

STAR: Tallulah Bankhead

GUEST STARS: Ethel Barrymore, Groucho Marx  
and Meredith Willson

ANNOUNCER: Ben Grauer

PRODUCER-DIRECTOR: Dee Engelbach

TV DIRECTOR: Hal Keith

WRITERS: Mort Green and George Foster

SCENIC DESIGNER: Richard Day

CHOREOGRAPHER: Ron Fletcher

MUSICAL CONDUCTOR: Meredith Willson

LIGHTING DIRECTOR: Walter O'Meara

TALLULAH'S GOWNS: Designed by Hattie Carnegie

COSTUMES: Billy Livingston

SPONSORS: Pet Milk  
Kellogg  
Del Monte Foods

AGENCIES: Gardner Advertising for Pet  
Milk  
Leo Burnett for Kellogg  
McCann-Erickson for Del Monte

ORIGINATION: Center Theatre, New York

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 13, 1952

## NBC ANNOUNCES CANCELLATION OF STATION MEETING AT BOCA RATON

As a result of discussions with the managements of a number of affiliated stations, the National Broadcasting Company has announced cancellation of the station meeting scheduled for the first week of December at Boca Raton, Florida.

In view of the recent meeting of affiliates in Chicago and various other sessions held within the past few months, both the stations and the network felt that another meeting during this year was unnecessary and that the considerable time needed for preparation and attendance could better be devoted to working on day-to-day sales, promotion and programming operations.

"Our current network projects are being handled within the normal routine of relations with our stations," Harry Bannister, vice president in charge of Station Relations, stated. "Our Fall advertising, promotion, publicity and exploitation plans were thoroughly reviewed with the stations at meetings held last Spring, and are now in effect. Our stations felt that we and they could profitably save the time and expense of an additional meeting this year."

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NBC-TV AND RADIO TO CARRY ADDRESSES BY EISENHOWER  
AND STEVENSON AT N.Y. HERALD-TRIBUNE FORUM

NBC television and radio will carry the speeches of Governor Adlai E. Stevenson and General Dwight D. Eisenhower from the New York Herald-Tribune Forum at the Waldorf Astoria Hotel on Tuesday, Oct. 21. Whitelaw Reid, editor of the newspaper, will act as host.

The network telecast will run from 11:00 to 11:30 p.m., EST (time for WNBT to be announced later), with Eisenhower speaking first, "live," followed by Stevenson, who will be seen and heard on a sound film made expressly for the Forum at his headquarters in Springfield, Ill.

The radio network broadcast will be heard from 11:30 p.m. to 12:00 mid., EST (WNBC time to be announced later) -- a repeat of the TV sound track.

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CAST AND CREDITS FOR OPERA, 'BILLY BUDD,'  
TO BE PRESENTED ON NBC-TV

Benjamin Britten's opera "Billy Budd" will be offered as the first production of the fourth season of the NBC Television Opera Theatre on Sunday, Oct. 19 (NBC-TV, 2:30-4:00 p.m., EST).

This will be the first performance in the U.S. of the opera in this special television adaptation. The complete opera, which runs about three hours, had its world premiere performance at Covent Garden in London in December, 1951. Britten's opera was written to a libretto by E.M. Forster and Eric Crozier, based on the novelette by Herman Melville.

Following are the full cast and credits for the NBC television performance conducted by Peter Herman Adler.

CAST

Billy Budd.....	Theodor Uppman, baritone
Captain Vere.....	Andrew McKinley, tenor
Claggert, Master-at-Arms.....	Leon Lishner, bass
The Dansker.....	Kenneth Smith, bass
The Novice.....	David Williams, tenor
Sailing Master.....	Paul Ukena, baritone
Squeak.....	Robert Holland, tenor
Donald.....	Robert Goss, baritone

(more)



First Lieutenant.....Warren Galjour, baritone  
Bos'n.....Roy Raymond, baritone  
Red Whiskers.....Howard Fried, tenor  
Second Lieutenant.....Francis Monachino, baritone  
Maintop.....William Carson, tenor  
Novice's Friend.....William Aiken, baritone  
Second Mate.....Jan Zadorozny, bass  
First Mate.....Roy Raymond, baritone  
Arthur Jones.....William Ryan, bass  
A Midshipman.....John Kuhn, tenor  
A Voice.....Joseph Boardman, bass  
Cabin Boy.....Joel Rappaport  
First Marine.....Pernell Roberts  
Second Marine.....Fred Catania  
Chorus.....  
Joseph Lambiase, William Carson, John Kuhn, Robert  
Jeffrey, Jan Zadorozny, David Aiken, David Kennedy,  
William Broms, Joseph Boardman, Robert Leffler,  
Sigmund Mezey, Gordon Heron, William Ryan,  
William Chester, Roy Raymond, Robert Goss.

CREDITS

Producer.....Samuel Chotzinoff  
Music and Artistic Director....Peter Herman Adler  
Associate Producer.....Charles Polacheck  
Television Director.....Kirk Browning  
Assistant Conductor.....Leo Mueller  
Assistant TV Director.....John Block  
Production designed by.....William Molyneux  
Audio Director.....George Voutsas  
Technical Director.....Heino Ripp  
Audio Engineer.....John Evans  
Lighting by.....Jack Fitzpatrick  
Video by.....Frank Merklein  
Makeup by.....Dick Smith  
Costumes by.....John Boxer

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NBC-New York, 10/13/52



NBC RADIO CREDITS

CREDIT SHEET FOR 'AL GOODMAN'S MUSICAL ALBUM' ON NBC RADIO

TITLE:	AL GOODMAN'S MUSICAL ALBUM
RETURN DATE:	Monday, Oct. 13, 1952
TIME:	NBC radio, Mondays, 10:35 p.m., EST (network except WNBC; on WNBC only, Wednesdays 10:35 p.m., EST)
STAR:	Al Goodman
GUEST STAR:	Eileen Christy
NBC PROGRAM MANAGER:	Harry Bubeck
DIRECTOR-PRODUCER:	Howard Wiley
MUSIC DIRECTOR:	Al Goodman
WRITER:	Frances Rickett
ENGINEER:	Bob Brooke
ORIGINATION:	Hollywood.

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NBC-New York, 10/13/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 14, 1952

15 TOP COMMENTATORS IN NBC ELECTION HEADQUARTERS  
WILL GIVE RESULTS TO RADIO AND TV AUDIENCES

- - -

Network's Leading Newsmen and Analysts Assigned Major  
Mike and Camera Roles in Radio City's Studio 8-H;  
Special Features and Remote Pick-Ups Planned

Fifteen NBC commentators will face microphones and cameras in the network's combined TV-radio headquarters -- Radio City's studio 8-H -- on election night Tuesday, Nov. 4 to give the nation the results of the Presidential race and the many other important balloting contests.

NBC radio will broadcast continuous reports starting at 8:00 p.m., EST. NBC television will provide early ballot counts intermittently from 8:00 p.m. until 9:00 p.m., when the TV network will switch to election headquarters "full-time" until all results are known.

William R. McAndrew, manager of NBC's election coverage, announced that Bill Henry, veteran of Chicago convention coverage, will provide the running commentary for television audiences, while George Hicks and Merrill Mueller will give radio listeners full returns and vote analysis. John Cameron Swayze will be the "Presidential reporter" for televiewers, giving the returns for the top elective post.

(more)



On an adjoining TV set at election headquarters, Morgan Beatty will present up-to-the-minute returns on Senate and gubernatorial races. Ned Brooks will be NBC-TV's newsman reporting the House of Representatives elections.

H.V. Kaltenborn will serve as roving commentator on both television and radio election night.

Elmo Roper, distinguished public opinion analyst, will be in Studio 8-H to give his views on the trend of the voting as results are reported during the night.

For radio audiences, Hicks and Mueller will tell the running story of the Presidential race and the general election picture as returns come in. Richard Harkness will keep listeners informed on the important gubernatorial and senatorial contests, while Ray Henle gives up-to-the-minute news on elections for the House. W.W. Chaplin will provide human interest and feature reports as the ballot-count continues.

In New York, NBC will have radio-TV teams headed by Ben Grauer at Republican headquarters and Kenneth Banghart at Democratic headquarters. Frank Bourgholtzer will be with General Eisenhower election night just as he has accompanied the general across most of America. Ray Scherer, who has been with Stevenson during the campaign, will be with him election night to flash latest bulletins from the Democratic candidate's headquarters.

Arthur Barriault will supervise the reports from both party and candidate headquarters in Washington as well as reporting any comment or news from the White House.

(more)



### 3 - Election

Behind-the-scenes personnel at NBC's combined radio-TV headquarters election night include William R. McAndrew, overall director; Charles Colledge, producer in charge of TV at election headquarters; Joseph Meyers, producer of NBC radio reports, assisted by William Weinstein; Francis McCall, supervisor of remote TV pickups throughout the country, and Ad Schneider, supervisor of remote TV pickups in New York. Burroughs Prince will be in charge of the central news desk in election headquarters.

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NBC-New York, 10/14/52



October 14, 1952

BBC TO TELEVISION 'VICTORY AT SEA'

- - -

British Premiere of NBC-U.S. Navy Dramatic  
Documentary Film Series Set for Oct. 27

A major step in internationalizing television will be taken when the British Broadcasting Corporation televises VICTORY AT SEA, the joint National Broadcasting Company - U.S. Navy public service dramatic documentary film series.

The BBC will start the weekly series a day after the program opens on the NBC television network Sunday, Oct. 26 (3:00-3:30 p.m., EST).

"Victory at Sea" was produced with the cooperation of both the United States Navy and the British Admiralty, which made available to producer Henry Salomon millions of feet of Royal Navy combat film, none of which, according to the Admiralty, has been previously released to the public. The British footage, according to Salomon, is "invaluable."

NBC will make a formal presentation of the "Victory at Sea" film to the BBC next week when NBC vice president Robert W. Sarnoff, under whose supervision the series was produced, flies to London with Salomon for the occasion.

NBC was assisted in every possible way by the Admiralty. Capt. A.W. Clarke, C.B.E., D.S.O., R.N., chief of information for the

(more)

THE NATIONAL ARCHIVES  
COLLECTION OF THE  
UNITED STATES GOVERNMENT

A major step in the development of the National Archives is the  
the British Library, the National Library of Medicine, the  
a Joint National Commission on the History of the United States  
and the National Library of Medicine, the National Library of  
The NAC will also be responsible for the development of the  
and the NAC will also be responsible for the development of the  
"Victory at Sea" and "The Pacific War" and the "The Pacific War"  
which are the most important of the series of books which are  
produced by the National Archives and the National Library of  
the NAC, which is the most important of the series of books which  
the NAC, the British Library, the National Library of Medicine,  
"The Pacific War" and "The Pacific War" and the "The Pacific War"  
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## 2 - Victory at Sea

Admiralty, worked with NBC in London, while Capt. J.R.B. Longden, O.B.E., R.N., naval attache to the British embassy in Washington, served as technical advisor on the Admiralty film footage used in "Victory at Sea."

Romney Wheeler, NBC bureau chief in London, held a preview showing recently of two episodes from "Victory at Sea" for high-ranking American and British officials and press representatives, including U.S. Ambassador Walter S. Gifford, top officers of the Royal Navy, the RAF, and the British Army. The response, Wheeler reported, was "magnificent."

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NBC-New York, 10/14/52



TOSCANINI'S PERFORMANCE OF BEETHOVEN'S 'NINTH,' AND MENOTTI'S  
'AM AHL' NOW ON RECORDS; NBC AUDIENCES HEARD BOTH WORKS

Two major musical performances on NBC have been "captured" on records - Toscanini's presentation of Beethoven's "Ninth Symphony," and the original cast production of Gian Carlo Menotti's "Amahl and the Night Visitors." Both have been recorded by RCA Victor and released on Red Seal recordings this month.

Toscanini's remarkable career as a conductor has included many high points, but one of his greatest achievements to many music-lovers is his re-creation of Beethoven's choral symphony. The work was presented on NBC last spring and was later recorded by RCA Victor in three special sessions. The stellar cast including Jan Peerce, tenor; Nan Merriman, mezzo-soprano; Eileen Farrell, soprano; and Norman Scott, bass, with the Robert Shaw Chorale and the NBC Symphony Orchestra are heard in the new "orthophonic sound" recording. The enthusiastic critical reception of the original performance is being repeated for this permanent recording of an outstanding musical event.

The world premiere of Menotti's opera on NBC television last Christmas Eve brought expressions of acclaim from all over the country. Not only were the production and the story received with high praise, but the poignant musical score of "Amahl" was hailed as one of Menotti's greatest works. All of the singers in the original cast -- Chet Allen, boy soprano; Rosemary Kuhlmann, mezzo-soprano; Andrew McKinley, Leon Lishner, David Aiken and Francis Monachino -- are on this recording of the complete opera, "Amahl and the Night Visitors."

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# THE HISTORY OF THE UNITED STATES FROM 1776 TO 1876

The first part of the book is devoted to the history of the United States from 1776 to 1800.

The second part of the book is devoted to the history of the United States from 1800 to 1825.

The third part of the book is devoted to the history of the United States from 1825 to 1850.

The fourth part of the book is devoted to the history of the United States from 1850 to 1876.

THE HISTORY OF THE UNITED STATES

The first part of the book is devoted to the history of the United States from 1776 to 1800.

The second part of the book is devoted to the history of the United States from 1800 to 1825.

The third part of the book is devoted to the history of the United States from 1825 to 1850.

The fourth part of the book is devoted to the history of the United States from 1850 to 1876.

The fifth part of the book is devoted to the history of the United States from 1876 to 1900.

The sixth part of the book is devoted to the history of the United States from 1900 to 1925.

The seventh part of the book is devoted to the history of the United States from 1925 to 1950.

The eighth part of the book is devoted to the history of the United States from 1950 to 1975.

The ninth part of the book is devoted to the history of the United States from 1975 to 2000.

The tenth part of the book is devoted to the history of the United States from 2000 to 2025.

The eleventh part of the book is devoted to the history of the United States from 2025 to 2050.

The twelfth part of the book is devoted to the history of the United States from 2050 to 2075.

The thirteenth part of the book is devoted to the history of the United States from 2075 to 2100.

The fourteenth part of the book is devoted to the history of the United States from 2100 to 2125.

The fifteenth part of the book is devoted to the history of the United States from 2125 to 2150.

The sixteenth part of the book is devoted to the history of the United States from 2150 to 2175.

The seventeenth part of the book is devoted to the history of the United States from 2175 to 2200.

The eighteenth part of the book is devoted to the history of the United States from 2200 to 2225.

The nineteenth part of the book is devoted to the history of the United States from 2225 to 2250.

The twentieth part of the book is devoted to the history of the United States from 2250 to 2275.

TWO NEWSMEN WIN FELLOWSHIP AWARDS  
OF KALTENBORN FOUNDATION

Trustees of the Kaltenborn Foundation have announced the award of fellowships to two newsmen for 1952-53 to enable them to do research work beneficial to journalism.

Gilbert Godfrey, a United Press staff member, won his award to work on a book about 19th century American editors. He is a B.A. graduate of Columbia University (1936) and has been a member of the UP radio news staff in New York for 10 years.

Vincent J. Buranelli, an editorial writer for the McGraw-Hill Publishing Company, received an award to prepare a handbook for newsmen showing how history and political theory can better be integrated into daily news coverage and copy. Buranelli lives in Tenafly, N.J.

The Kaltenborn Foundation was established by H.V. Kaltenborn, noted NBC news commentator, to grant awards to two newsmen each year, the amounts ranging up to \$2,000.

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CHARLES SANFORD HONORED FOR 'FINEST MUSIC ON TV'

Charles Sanford, music director for NBC-TV's YOUR SHOW OF SHOWS, starring Sid Caesar and Imogene Coca (Saturday, 9:00-10:30 p.m., EST), was honored last night by the American Federation of Musicians Local 411, of Bethlehem, Pa., as the man responsible for "the finest music on television today."

Sanford, who is never seen on camera during the lavish 90-minute musical revue to which he contributes so much, was presented a plaque by the local at a dinner in his honor at the American Legion Hall in nearby Hellertown.

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CREDITS FOR 'FIBBER McGEE AND MOLLY SHOW' ON NBC RADIO

TIME: FIBBER McGEE AND MOLLY SHOW,  
NBC radio, Tuesday,  
9:30 p.m., EST.

RETURN DATE: Tuesday, Oct. 7, 1952

ORIGINAL STARTING DATE: April 16, 1935

FORMAT: Situation comedy with the  
two famous characters whose  
overflowing closet is  
synonymous with household  
upheaval.

STARS: Jim and Marian Jordan as  
Fibber and Molly

CAST: Bill Thompson as Old Timer,  
Gale Gordon as Mayor  
La Trivia, Arthur Q. Bryan  
as Doc Gamble and Richard  
Le Grand, Cliff Arquette and  
Harlow Wilcox.

PRODUCER-DIRECTOR: Max Hutto

ASSISTANT DIRECTOR: Ray Wessinger

WRITERS: Phil Leslie and Keith Fowler

PROGRAM MANAGER: Harry Bubeck

PRODUCTION MANAGER: Karel Pearson

MUSIC: Billy Mills and his orchestra;  
the King's Men.

SPONSOR: Reynolds Metals

AGENCY: Buchanan and Co., Inc.

ORIGINATION: Hollywood

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EXHIBIT FOR THE TRIAL OF THE DEFENDANT

THE DEFENDANT'S EXHIBIT IS AS FOLLOWS:

EXHIBIT NO. 1: A COPY OF THE DEFENDANT'S STATEMENT.

EXHIBIT NO. 2: A COPY OF THE DEFENDANT'S EXHIBIT.

EXHIBIT NO. 3: A COPY OF THE DEFENDANT'S EXHIBIT.

EXHIBIT NO. 4: A COPY OF THE DEFENDANT'S EXHIBIT.

EXHIBIT NO. 5: A COPY OF THE DEFENDANT'S EXHIBIT.

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EXHIBIT NO. 16: A COPY OF THE DEFENDANT'S EXHIBIT.

EXHIBIT NO. 17: A COPY OF THE DEFENDANT'S EXHIBIT.

CREDIT LIST FOR NBC-TV'S 'I MARRIED JOAN'

PROGRAM: I Married Joan

TIME: NBC-TV, Wednesdays, 8:00 p.m., EST

STARTING DATE: Oct. 15, 1952

STAR: Joan Davis as Joan Stevens

SUPPORTING CAST: Jim Backus as Judge Bradley Stevens  
Hal March as Mr. Mitchell  
Shirley Mitchell as Mrs. Mitchell  
Hope Emerson as Minerva  
Charlie Smith as the messenger boy

PRODUCER: Dick Mack (for the first four shows)  
P.J. Wolfson (for subsequent shows)

ASSOCIATE  
PRODUCER: Al Simon

DIRECTOR: Philip Rapp

WRITERS: Arthur Stander and Phil Sharpe

MUSIC: Robert Wagner Chorale

DIRECTOR OF  
PHOTOGRAPHY: Philip Tannura

SPONSOR: General Electric

AGENCY: Young and Rubicam, Inc.

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 15, 1952

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'DESIGN FOR WAR,' WITH FILM FOOTAGE CAPTURED FROM GERMANS  
AND SHOWING U-BOAT ATTACKS ON ALLIED SHIPPING,  
TO LAUNCH 'VICTORY AT SEA' TV SERIES

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## PREMIERE

The tense days after September, 1939, prior to the U.S. entry into World War II, when Nazi U-boats dominated the Atlantic and preyed mercilessly on Allied shipping, will be depicted in "Design for War," the first episode of VICTORY AT SEA, the joint NBC-U.S. Navy public service series on the NBC television network starting Sunday, Oct. 26 (3:00-3:30 p.m., EST).

Much of the film, particularly the footage captured from the Germans, will be seen for the first time on any screen. The planning of a U-boat "wolf-pack" attack on an Allied convoy, the execution of the mission -- with actual periscope shots taken by the Nazis aboard a German submarine -- and the welcoming of the conquering heroes back in Germany all contribute to making the first installment of "Victory at Sea" a tautly dramatic presentation.

(more)



2 - 'Victory at Sea'

Coordinated by Robert W. Sarnoff, vice-president in charge of NBC-TV's Film Division, "Victory at Sea" is produced for NBC by Henry Salomon. The film is directed by M. Clay Adams and edited by Isaac Kleinerman. Narration is written by Salomon, with Richard Hanser. Richard Rodgers composed an original musical score for the series. The music is performed by the NBC Symphony under direction of Robert Russell Bennett, who arranged the score. The narrator is Leonard Graves.

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NBC-New York, 10/15/52



CREDITS FOR "VICTORY AT SEA" ON NBC TELEVISION

PROGRAM: "Victory at Sea"

TIME: Sundays, 3:00-3:30 p.m., EST,  
starting Oct. 26

FORMAT: Joint NBC-U.S. Navy public-service series, film-and-music dramatic history of naval operations of the 10 years during and after World War II. Much of the film, culled from the files of 10 different governments, is released for the first time through "Victory at Sea."

PRODUCER: Henry Salomon

DIRECTOR: M. Clay Adams

FILM EDITOR: Isaac Kleinerman

TECHNICAL ADVISOR: Capt. Walter Karig, U.S.N.

WRITERS: Henry Salomon and Richard Hanser

COMPOSER: Richard Rodgers

ARRANGER: Robert Russell Bennett

MUSIC PERFORMED BY: The NBC Symphony Orchestra  
directed by Bennett,

NARRATOR: Leonard Graves.

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COMMENTS FOR "VICTORY AT SEA" ON WFO TELEVISION

PRODUCED BY:	WFO-TV
EDITED BY:	WFO-TV
TECHNICAL EDITOR:	WFO-TV
WITNESS:	WFO-TV
CHORUS:	WFO-TV
ARRANGER:	WFO-TV
MUSIC PERFORMED BY:	WFO-TV
WFO-TV	WFO-TV

NEWLY-PUBLISHED 'TV WRITERS' GUIDE' INCLUDES  
SCRIPTS OF SHOWS PRESENTED ON NBC-TV

Scripts of several programs originally presented on NBC-TV are included in "The TV Writer's Guide" by Margaret R. Weiss, recently published by Pellegrini & Cudahy. The continuities are offered as examples of successful television writing in many program categories.

NBC-TV series represented include "Philco Television Playhouse" with "The American" by Henry James in an adaptation by Joseph Cochrane; "The Rootie Kazootie Club," written and produced by Steve Carlin; the "Camel News Caravan," by Reuven (cq) Frank, commentary by John Cameron Swayze; and "Assembly VI," script commentary by Arthur M. Schlesinger, Jr. Each program was selected as an outstanding example of its type.

Additional scripts, pointers to writers, and a glossary of television terms are included in Miss Weiss' volume.

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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

2 COPIES X-4

PR-17A-9-45

October 16, 1952

OFFICIALS OF U.S. NAVY, RCA AND NBC  
ATTEND PREVIEW OF 'VICTORY AT SEA'

ANACOSTIA, D.C., Oct. 16 -- Officials of the U.S. Navy, Radio Corporation of America and the National Broadcasting Company attended a preview of two episodes of the television film series, VICTORY AT SEA, yesterday at the U. S. Naval Air Station here. The 26-program series, to be telecast over the NBC-TV network beginning Oct. 26, has been prepared by RCA-NBC in cooperation with the U.S. Navy.

The special showing of the first two episodes was arranged for Admiral William M. Fechteler, Chief of Naval Operations. Heading the visiting RCA-NBC officials were Brig. General David Sarnoff, Chairman of the Board of RCA, and Joseph H. McConnell, President of NBC.

In introducing the two episodes, "Design for War" and "The Pacific Boils Over," Robert W. Sarnoff, vice president in charge of the Television Film Division of NBC, described "Victory at Sea" as the most complete picture of sea power ever presented.

"In the 26 years of its existence," Mr. Sarnoff said, "the National Broadcasting Company has had no more challenging task than the production of these 26 half-hour programs -- portraying the story of

(more)



sea power during World War II -- which constitute 'Victory at Sea.' Without the assistance and splendid cooperation of the United States Navy, this story could never have been made available to television."

Tracing the origin of the idea for this television series, Mr. Sarnoff continued:

"Henry Salomon, the producer, who collaborated with Admiral Samuel Morison in writing the history of Naval Operations in World War II, came to me three years ago with the idea of adapting the history of modern sea power for the television audience, as well as preserving it as a record for posterity."

In addition to Admiral Fechteler, Naval officials who attended the preview included the Honorable John F. Floberg, Assistant Secretary of the Navy for Air, and Mrs. Floberg; the Honorable Herbert Askins, Assistant Secretary of the Navy, and Mrs. Askins; General L.C. Shepherd, Jr., Commandant of the U.S. Marine Corps, and Mrs. Shepherd; Vice-Admiral F.S. Low, Deputy Chief of Naval Operations, and Mrs. Low; and Captain Walter Karig, Special Assistant to the Secretary of the Navy and technical advisor for "Victory at Sea."

The series will be telecast by the British Broadcasting Corporation in England, beginning Oct. 27.

Following the preview, the RCA and NBC officials were guests of the Department of the Navy at dinner aboard the Secretary of the Navy's yacht "Sequoia."

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NBC-New York, 10/16/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 16, 1952

\*-----\*

MEET MR. MIKE MONROBOT, 'ELECTRONIC BRAIN,' WHO  
WILL COMPUTE ELECTION COUNT FOR NBC RADIO AND TV

---  
Mechanical Wizard Can Tackle Many Problems at Once

\*-----\*

On election night, Tuesday, Nov. 4, radio listeners and televiewers in America will meet Mike Monrobot, NBC's "electronic brain," for the first time.

Mike is the fastest -- not the biggest -- electronic computer in the country. From his place in one corner of NBC's election night headquarters (studio 8-H, Radio City, New York), Mike will help predict and prove the outcome of Presidential and state elections at the earliest possible hour. Morgan Beatty, noted news commentator, will be beside him to interpret the figures and calculations to the viewing and listening audience.

Mike looks like an office desk with an adding machine and an electric typewriter perched on top. Unlike earlier style computers that bulk so large they can hardly be moved from the place where they were originally built, Mike will ride over from New Jersey and be installed in NBC election headquarters a few days before Nov. 4.

(more)



He's fond of pretty girl secretaries, who can be readily trained to operate him, but on election night Mike will have a beautiful woman Ph.D. for his companion. The learned doctor will establish the mathematical equations necessary to figure the trends of various election races and stuff this information into Mike's maw. A brief digestive whir and tap-tap-tap at 600 figures a minute and out will come the answers typed automatically.

On election night, Mike will digest incoming election returns to provide two sorts of information. He will keep NBC commentators constantly informed on the trends of the voting in various regions and what the results are likely to be a few hours later.

Mike will also tell NBC newsmen when a "doubtful" state can be put in the "sure" column for one party or the other long before final vote-counts are known. In effect, Mike will analyze national voting trends the way local newspapers and broadcasting stations analyze the trend of voting in their areas.

Mike's makers, the Monroe Calculating Machine Company of Orange, N.J., describe him as a "general purpose, sequence-controlled, digital computer developed over the past three years." Mike's real name is Monrobot and naturally he has a great head for figures. His electronic gray-matter perks so fast that Mike needs a cooling system to keep him from working up a sweat. He weighs in at 1000 pounds and won't lose an ounce despite constant effort all election night.

He loves to fool around with 20-digit numbers, roughly 99 quintillion, 999 quadrillion, 999 trillion, 999 billion, 925 million -- more than the number of votes that will be cast in the 1952 election. Mike will take as many as 100 orders and instructions without objec-

(more)



tion and pop up with the answer to the most complicated problems. Like any well-oiled brain, he makes no noise and needs only a bit of electricity for nourishment, and perhaps a wee bit of affection from his operator. That keeps him figuring indefinitely.

Mike's magnetic memory has already stored away the hour-by-hour vote totals for every state and for every race -- Presidential, gubernatorial and congressional -- of the 1948 elections. These figures will simplify complicated comparisons and make accurate forecasting possible during NBC's all-night report. When final results are in, Mike will store the vital statistics of this year's voting on perforated tape for future use or reference.

Mike will be on-camera frequently at the network's election headquarters in New York. Televiewers will meet him face-to-face. Radio listeners will hear all about him from Beatty and other commentators.

Mike and all the other elaborate technical aids in studio 8-H on November 4 will assist the NBC election staff of 250 to provide the most complete and most accurate reports of the ballot counts.

William R. McAndrew is director of NBC's combined TV-radio election coverage. Philco Corporation is sponsoring NBC's election night reports on both radio and television.

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NBC-New York, 10/16/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 16, 1952

JUDY CANOVA, NBC'S HILLBILLY COMEDIENNE,  
RETURNS TO RADIO IN SHOW WITH LARGE CAST

- - -

Oct. 23 Premiere Will Feature Mel Blanc, Armbruster  
Orchestra and Other Series 'Regulars'

## RETURNING SERIES

Judy Canova, Hollywood's singing hillbilly comedienne, returns to NBC radio (network except WNBC) with her own show Thursday, Oct. 23 at 10:00 p.m., EST. The inimitable Canova antics and songs will be presented by Judy with the aid of Robert Armbruster and his Orchestra and "The Chaperones," a vocal group.

The Emerson Drug Company, maker of Bromo Seltzer, is the first of three participating sponsors of the Judy Canova Show, which, along with the "Red Skelton Show" and "Barrie Craig, Confidential Investigator," comprise NBC's Operation Tandem radio roster this season.

Appearing again this season on the Canova program will be Mel Blanc as "Pedro," Hans Conried as Judy's "elomocution" teacher, "Professor Hemingway"; Sheldon Leonard as Judy's boyfriend, Joe Crunchmiller; Verna Felton as "Patsy Pierce," Ruby Dandridge as "Geranium," and Joe Kearns as "Lukie."

Judy says she became a comedienne by accident, rather than intent, having trained for a career as an opera singer. Born in Jack-

(more)



sonville, Fla., Nov. 20, 1916, Judy attended grade and high school there and then went to the Cincinnati Conservatory of Music to begin training for an operatic career.

When she discovered that her renditions of comic songs received far more applause than her attempts at grand opera, Judy decided to switch to comedy.

With her sister Annie she formed a team called "The Happiness Girls" and before long were asked to appear on the Paul Whiteman radio show. Brother Zeke Canova joined the act and the family went into big-time radio in 1934.

Rudy Vallee offered the trio a spot on his program, and later Florenz Ziegfeld featured Judy as a solo artist in the "Ziegfeld Follies of 1937." She appeared in the musical comedy successes "Calling All Stars" and the highly acclaimed "Yokel Boy."

In 1940 Judy went to Hollywood to make a movie and has remained there ever since, starring on screen and radio.

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NBC-New York, 10/16/52



WEATHER GETS COLDER BUT RECEPTIONS ARE  
WARMER AS 'MAXIE THE TAXI' CAB ROLLS WEST

- - -

Boston-to-Hollywood Cabbies, Bringing Gifts to Eddie Cantor,  
Get Police and Taxi Escorts Plus Civic Tributes

As the "Maxie the Taxi" special cab rolls Westward through the states on the great plains, the weather gets colder but the receptions seem warmer.

The two drivers from Boston, Eddie Kupchik and Barry Freedman wear sweaters under their blue jackets now because the weather often gets below freezing but the people who welcome them to their cities quickly make them forget how cold it is.

In Chicago the Boston taxi -- en route to Hollywood to present Eddie Cantor with gifts in appreciation of his "Maxie the Taxi" portrayal of a cab driver on NBC-TV's "Colgate Comedy Hour" -- was greeted by 13 taxis and two motorcycle policemen. They were escorted to the office of commissioner of motor vehicles James Jardine. Jardine presented them with a license for Cantor which permits him to drive a hack in Chicago.

Also in Chicago the drivers were guests on a radio show and a TV show.

Milwaukee greeted them just as cordially. They were again met by a taxi and police escort and taken to City Hall where acting Mayor Milton McGuire gave them souvenirs to carry to Cantor. The drivers then appeared on two local radio and television shows.

(more)



In the twin cities of St. Paul and Minneapolis, the taxi was received with extreme warmth although the drivers were visibly shivering as they received a snow-mometer to take to Cantor. The college town of Ames, Iowa, met them with exactly half of that city's taxies and almost half of the police department and they were taken through the streets of the city to WOI-TV where they drove the cab right into the studio. Although the drivers had visited many studios along the way for interviews and special programs this was the first time that they were able to bring their good friend, the taxi, along with them.

Council Bluffs and Omaha were the next cities to receive a stop and the drivers received gifts from the city, the local Chamber of Commerce, the taxicab companies, and station WOW-TV. Omaha was the fifteenth city along the route and there were still thirteen more stops ahead before entering the city limits of Los Angeles on the 23rd of October.

-----O-----

NBC-New York, 10/16/52



'TODAY' NEWS EDITOR TO COVER WHISTLE-STOP TOURS  
OF STEVENSON AND EISENHOWER

James Fleming, news editor of TODAY, NBC-TV network news and special events show, will travel with both Presidential candidates on whistle stop tours to bring viewers first hand news on the campaign.

Leaving New York on Oct. 21 immediately after his "Today" show, Fleming will join the Stevenson train in Chicago to travel through Indiana, Ohio and New York states. He will leave the train in Cleveland on Thursday and fly back to be on "Today" Friday morning, when he will present films made on the trip.

The following week Fleming will be on the Eisenhower campaign train for several days.

"Today" is seen on the NBC-TV network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

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NBC FILM SALES OFFICE OPENED ON WEST COAST

John Cron, NBC's manager of television film sales, returned to New York from a week's trip to the West Coast, where he established a new film sales office in Hollywood.

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NBC-New York, 10/16/52



NBC GIVES RADIO AND TV AUDIENCES FIRST  
NATIONAL FIGURES ON BIG REGISTRATION

NBC commentators Morgan Beatty and John Cameron Swayze released first nationwide registration totals on radio and television Wednesday night (Oct. 15) to show that more people signed up to vote in a Presidential election this year than ever before in our history.

Beatty on NBC radio's "News of the World" program announced that 73,460,000 persons registered this year, an increase of 10 percent over the 1948 registration of 66,812,000. The state-by-state tabulation was made by the "News of the World" staff headed by Chet Hagan in New York, with the aid of Jim Hurlbut in NBC Chicago, Bob Letts of NBC San Francisco, and the staffs of many NBC affiliated stations across the country.

Televiewers learned about the record registration the same night when John Cameron Swayze presented the figures on the "Camel News Caravan." NBC-TV's "Today" presented the full story of the registration totals the following morning (Oct. 16).

NBC's nationwide survey of registration totals is considered a major "first" for the network's combined radio-TV news and special events department headed by William R. McAndrew.

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 17, 1952

\*-----\*

BOSTON'S LEADING CITIZENS AND TOP NAVY OFFICIALS  
TO ATTEND GALA PREVIEW OF FIRST TWO EPISODES  
OF NBC-TV'S 'VICTORY AT SEA' SERIES

\*-----\*

FOR RELEASE TUESDAY A.M., OCT. 21

BOSTON, MASS., OCT. 21 -- Stations WBZ and WBZ-TV, NBC's Boston affiliates, and the First Naval District jointly will present a gala, Hollywood-style preview showing of the first two episodes of VICTORY AT SEA to nearly 1,500 of Boston's leading citizens and top Navy officials tomorrow at 8:00 p.m. in John Hancock Hall.

"Victory at Sea," 26-part film-and-music dramatic history of naval operations, produced by NBC with the cooperation of the U.S. Navy, will be launched on the NBC television network Sunday, Oct. 26, at 3:00 p.m., EST.

Invitations have gone out to Governor Paul A. Dever of Massachusetts, Mayor John B. Hynes of Boston, educational leaders, the press, the clergy, heads of civic, business and veterans groups; high-ranking naval officers and the Navy League. There will be a band, and a battery of searchlights from the First Naval District, during the proceedings. Navy and Marine Corps personnel will serve as ushers.

Rear-Adm. John L. McCrea, commandant of the First Naval District, and W.C. Swartley, manager of WBZ and WBZ-TV, will address the

(more)



2 - 'Victory at Sea'

invited guests, including NBC officials from New York. Also on the program is Rear-Adm. Samuel Eliot Morison, (ret.) with whom "Victory at Sea" producer Henry Salomon collaborated in writing the 14-volume, Bancroft-prize winning "History of U.S. Naval Operations in World War II."

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NBC-New York, 10/17/52

located at 1000 Broadway, New York, N.Y. 10003. It is a

private, non-profit organization (501(c)(3)) which was

incorporated in New York State in 1947. It is a

501(c)(3) organization under the Internal Revenue Code.

in New York City.

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'AMERICAN INVENTORY' IS CITED AS 'OUTSTANDING TV PROGRAM'  
BY LAYMEN'S NATIONAL COMMITTEE FOR BIBLE WEEK

The Laymen's National Committee for National Bible Week (Oct. 20-26) has cited NBC's AMERICAN INVENTORY as "an outstanding television program interpreting sound and decent principles of human behavior, as exemplified in the Bible, in terms of today's world."

Earl Bunting, president of the National Association of Manufacturers and national chairman for Bible Week, yesterday presented a gold-embossed Bible with the citation to William Hodapp, the program's producer. Mrs. Sara B. De Foreest (cq), executive director of the Laymen's National Committee, in a letter to Hodapp, lauded the "moral and spiritual values carried out in the program."

"American Inventory," an experimental adult education TV series, is telecast Sundays at 2:00 p.m., EST, by NBC in association with the Alfred P. Sloan Foundation.

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NBC-New York, 10/17/52



CHAPLIN BROTHERS AND FOUR OTHERS ARE INITIATED AS MEMBERS  
OF SIGMA DELTA CHI'S N.Y. PROFESSIONAL CHAPTER

Two brothers -- W.W. Chaplin, NBC commentator, and Richard Chaplin, associate editor of Collier's magazine -- were initiated as members of the New York Professional Chapter of Sigma Delta Chi, national journalistic fraternity, at a meeting in Toots Shor's restaurant Oct. 15.

Other initiates were Don Rogers, business and financial editor of the New York Herald-Tribune; Joseph Guilfoyle, reporter for the Wall Street Journal; Richard F. Clarke, executive editor of the New York Daily News; and Charles E. Honce, assistant general manager of the Associated Press.

Sydney H. Eiges, NBC vice president in charge of Press, and president of the chapter, welcomed the new members.

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MRS. DORIS CORWITH TO ADDRESS BOSSES' NIGHT DINNER

Mrs. Doris Corwith, supervisor of public affairs for NBC radio, will address the annual Bosses' Night dinner of the Syracuse Chapter of the National Secretaries' Association at the Hotel Syracuse, Syracuse, N.Y., Tuesday, Oct. 28. Her subject, about women in business, will be "It Takes All Kinds."

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 20, 1952

PRESIDENT TRUMAN HONORS BOB HOPE WITH SCROLL SIGNED BY  
GIs AND GENERALS OF ALL ARMED FORCES COMMANDS  
FOR STAR'S RECORD OF ENTERTAINING TROOPS

- - -

Chief Executive Presents Tribute at White House

WASHINGTON, OCT. 20 -- President Harry S. Truman today presented to Bob Hope a special scroll signed by thousands of GIs and the generals of all the commands of the U.S. Armed Forces in appreciation of Hope's unparalleled record of entertaining American servicemen all over the world.

The NBC comedian, who is now starting his second decade of bringing entertainment to the troops, said at the White House, "These have been the greatest 10 years of my life. A lot of these kids have come up and thanked me for putting on a show for them. Isn't that ridiculous? I'm the one that's grateful to them for everything they've done, and I just hope they had as much fun watching me as I've had entertaining them."

On the very day that Secretary of War Stimson drew the first draft number from a hat, Bob Hope played a benefit for soldiers in San Francisco. Since then, he has traveled more than 1,500,000 miles and has entertained over 10,000,000 troops in every part of the world. He has covered all 48 states several times.

(more)



Records indicate that Hope has given far more than 1,000 camp and hospital shows. The records, however, give only basic information as to date and place -- the name of a town in Africa, a hospital in Italy, a camp in Alaska or an island in the Pacific. Hope usually puts on anywhere from two to a dozen separate performances in any one place, so that everyone can see the show.

The record for July 23, 1945, for instance, reads only: "Marseille, shows for 30,000 GIs." For his first trip from the continental United States in 1942, the only entry is: "Alaska tour." In England, during the Summer of 1943, he traveled 1,300 miles in 11 days to appear in 32 different places.

The Hope saga began with the Alaskan trip in 1942. Then, after long transcontinental swings which took him to many camps in the United States, he left for England in the Summer of 1943. He spent part of June and all of July there and then flew to North Africa, Sicily and Italy for the month of August, a time when both the weather and the war were at their hottest. Hope and his troupe of entertainers experienced their first bombing raids at Bizerte and Palermo.

Early in 1944, he toured bases in the Caribbean. His first trip to the Pacific fighting area, in the Summer of 1944, included Guadalcanal, Bougainville and other battlefields, as well as Australia and New Guinea. In 1945 he was in Europe once more, this time in France and Germany as the victorious Allied forces swept forward.

After the post-war demobilization, he concentrated upon appearing for many worthy causes. But he went to Berlin via the airlift for Christmas of 1948. With Mrs. Hope and two of their children, he spent Christmas of 1949 in Alaska and the Aleutians, entertaining the men of what had become an almost forgotten outpost.

(more)

Records indicate that Hope has given for more than 1,000  
camp and hospital places. The records, however, give only basic infor-  
mation as to date and place -- the name of a room in Africa, a hospital  
in Italy, a camp in Africa or an island in the Pacific. They  
usually pass on information from two to a dozen separate governments in  
any one place, so that everyone can see the work.  
The records for July 24, 1963, for instance, show that  
"Marshall, known for 20,000 lbs." was the first child born in the  
United States in 1963, the only one for "Africa" born.  
In England, during the summer of 1963, he received 1,500 calls in 12  
days to appear in 12 different places.  
The Hope news began when the Atlantic ship in 1963. Then,  
after long transatlantic sailing which took him to each of the  
United States, he left for England in the summer of 1963. He spent  
part of June and all of July there and then flew to North Africa,  
Italy and Italy for the month of August. Then, then both the Western  
and the East were at their best. Hope and his team of children  
are experienced their first working time in Africa and Europe.  
Early in 1963, he turned over to the Children's Aid Society  
trip to the Pacific island area, in the summer of 1963, in 1963.  
Meanwhile, Bougainville and other children, as well as others in  
and New Guinea. In 1963, in the 17 months since then, there have been  
France and Germany as the children's Aid Society's work is  
After the post-war period (1963-1964), the children's Aid Society  
appearing for many working seasons. In the summer of 1963, the first  
trip for Children's Aid Society, with two more and two of their children  
he spent Christmas of 1963 in France and the children's Aid Society  
the men of work had become an almost permanent staff.

The outbreak of war in Korea found Hope ready once more. With Les Brown's orchestra and a new troupe of performers, he set out early in the Fall of 1950 for a month of shows in Hawaii, Japan and Korea itself, with a stopover on the way back to the United States in Alaska and the Aleutians. Since the beginning of the Korean war, he has resumed his World War II policy of originating his NBC radio programs for service personnel.

Hope has received more than 250 awards and citations for his work, including the Medal of Merit, presented on behalf of the United States Government by Gen. Dwight D. Eisenhower. Variety, the showbusiness magazine, called him "America's No. 1 soldier in greasepaint." His honors include the George Foster Peabody Award, a special award from the Academy of Motion Picture Arts and Sciences, Philadelphia's Poor Richard Award, many plaques and citations from the United States Treasury Department for his work in selling War Bonds, and the Military Order of the Purple Heart Award.

Hope, who is one of the stars of NBC-TV's "Colgate Comedy Hour," will make his next appearance on the comedy extravaganza Sunday, Nov. 9 (8:00 p.m., EST).

The following day, Monday, Nov. 10, the comic will inaugurate a 15-minute humorous commentary series over the NBC radio network. The series will be heard Mondays through Fridays at 9:30 a.m., EST, sponsored by JELL-O desserts. Hope also will return to nighttime radio over NBC on Jan. 7, 1953, in a half-hour program for the same sponsor Wednesdays at 10:00 p.m., EST.

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The outcome of the 1999 financial review was that the Board of Directors has approved a dividend of \$0.10 per share, which is a 10% increase over the 1998 dividend of \$0.09 per share. The Board also approved a stock repurchase program of up to \$10 million over the next 12 months. The Board also approved a new executive compensation plan, which will be implemented in 2000. The Board also approved a new director election process, which will be implemented in 2000. The Board also approved a new corporate governance policy, which will be implemented in 2000.

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 20, 1952

\* ————— \*

'MR. PEEPERS' RETURNS TO NBC-TV OCT. 26

— — —

Comedy Show Starring Wally Cox to Resume

In Response to Viewers' Requests

\* ————— \*

## RETURNING SERIES

MR. PEEPERS, starring Wally Cox, which proved one of television's most popular Summer shows this past season, will return to the NBC-TV network in response to many requests, Sunday, Oct. 26 (NBC-TV, 7:30 p.m., EST), in the time period formerly occupied by "Doc Corkle."

Thousands of letters have been received from viewers urging that the comedy series be continued. "Mr. Peepers" had its premiere on July 3, and concluded its Summer series on Sept. 25.

Reynolds Metals Company is the sponsor of "Mr. Peepers," through the agency of the Russel M. Seeds Co., Inc.

Wally Cox, commended by critics and the public as one of the country's most subtle comic discoveries, will continue in the title role, portraying mild-mannered Robinson Peepers, general science teacher in a typical American small-town junior high school. His gently naive personality constantly involves him in situations with his more conventional colleagues, with slyly humorous and frequently poignant results.

(more)



On the show Oct. 26, "Mr. Peepers," honorably discharged from military service, returns to school to resume his faculty position. He is dismayed to find that a much older man has replaced him in his very home room and, with Mr. Gurney, the principal, away at a convention, no one is able to help the confused young instructor. The superintendent of schools finally comes to Mr. Peepers' rescue, offering to discharge the elderly substitute and return Peepers to his rightful position, but soft-hearted Peepers cannot agree to have the old man fired.

Supporting Wally Cox will be Gage Clark as the superintendent, Pat Benoit as the school nurse, Tony Randall as Harvey Weskit, history teacher, Marion Lorne as Mrs. Gurney, and Joseph Foley as Mr. Gurney.

"Mr. Peepers" is produced in New York by Fred Coe for NBC-TV. Hal Keith is the director. The show is written by David Swift, who created the character, and Jim Fritzell. Bernie Green is music director and Otis Riggs is set designer.

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NBC--New York, 10/20/52



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 20, 1952

ROBERT CUMMINGS TO STAR AS BUMBLING REALTY SALESMAN  
IN NEW TV COMEDY SERIES, 'MY HERO,' STARTING NOV. 8

- - -

Julie Bishop Cast as Secretary and John Litel as Boss

## PREMIERE

Robert Cummings of stage and screen will star as a bumbling real estate salesman in MY HERO, new half-hour television comedy film series starting Saturday, Nov. 8 on the NBC-TV network (7:30 p.m., EST).

Tall, dark and handsome Cummings, starring in his first television series, will be seen as Robert S. Beanblossom, a carefree businessman who is more lucky than inspired. Julie Bishop, as office secretary Julie Marshall, has her hands full trying to protect him from the results of the worst of his own blunders with the Thackery Realty Co. John Litel, suave stage and screen character actor, will

(more)



portray Willis Thackery, Beanblossom's powerful employer.

The sponsor of "My Hero" is Dunhill Cigarettes, through Biow Agency.

Cummings, who grafted an English accent onto his native Southern one when necessity so dictated, has been equally resourceful in interpreting roles that range from comedy to serious drama. This opportunity to concentrate on the development of a single character, week by week, is one he long has envisioned.

This is a Golden Key Trust Production, with Mort Green as producer and Don Sharpe as executive producer. Director and writers will change from week to week.

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NBC-New York, 10/20/52



CLIFFORD OGDEN IS NAMED NBC SUPERVISOR  
OF WEST COAST TV FILM SALES

Clifford Ogden has been appointed supervisor of West Coast television film sales, John B. Cron, NBC national sales manager for TV films, announced today.

Ogden will have charge of developing sales of such NBC films as "Hopalong Cassidy," "Dangerous Assignment," "The Lilli Palmer Show" and "Douglas Fairbanks, Jr., Presents" throughout the Western half of the United States.

Ogden, 35, was formerly vice president and general manager of the broadcast division of Capitol Records. His office is now at NBC Hollywood.

He is currently developing his staff and sales plans, and will fly East on Oct. 21 to confer with Robert W. Sarnoff, vice president in charge of the NBC Film Division, and Cron.

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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 21, 1952

NEW 'HOPALONG CASSIDY' HALF-HOUR FILMS  
FOR TV ARE SOLD IN 45 MARKETS

The new "Hopalong Cassidy" half-hour films for television have been sold in 45 markets in less than three months, John B. Cron, NBC-TV national sales manager for films, announced today. The latest sale is to the Roberts Dairy Company of Omaha for a full 52 weeks.

Cron also announced an additional sale of the one-hour Hopalong series to the Quality Bakers of America for the newly licensed Roanoke, Va., market, making a total of 34 TV areas that currently show the longer versions of the world-famous sage-brush saga.

Cron said that NBC-TV's "Dangerous Assignment" film series starring Brian Donlevy has been sold recently to WNBK for sponsorship by Apex Electrical Manufacturing Company of Cleveland, to Eckerd's Drug Store in Greensboro, N.C., and to Hallicrafter TV for sponsorship in the new Portland, Ore., market.

WFMY-TV of Greensboro has renewed its purchase of NBC-TV's "Daily News Report" for 13 weeks, and KDYL-TV, Salt Lake City, has renewed "News Review of the Week" for a 13-week period, Cron reported.

NBC-TV's Film Division is headed by Robert W. Sarnoff, vice president.

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MacDONALD CAREY TO STAR AS PHILOSOPHER-CAFE OWNER  
IN 'JASON AND THE GOLDEN FLEECE,' NEW  
DRAMA-ADVENTURE RADIO SERIES

\*-----\*

PREMIERE

Macdonald Carey, stage, screen and radio star, will play the leading role in the new NBC radio adventure series, JASON AND THE GOLDEN FLEECE, which starts Wednesday, Oct. 29 (10:00 p.m., EST).

The dramatic adventure series will center around Jason, a philosophical adventurer who owns a small, quiet bar in the French Quarter of New Orleans. Jason also has a 60-foot cabin cruiser, "The Golden Fleece," which figures prominently in his adventures.

The setting of Jason's bar differs from most French Quarter cafes in that it is a quiet refuge where, in addition to a drink, patrons may hear Chopin and Schubert music on the concertina as well as the blues indigenous to New Orleans. It is in this bar where customers charter "The Golden Fleece" for fishing trips or cruises to Havana. People in all walks of life are attracted to Jason, who manages in his own way to aid those who want to be helped.

The Oct. 29 program tells of the son of a former All-American football player, who has never forgotten the glories of his youth. The boy finds it difficult to live up to his father's expectations, and it takes a fishing trip on "The Golden Fleece" to point up the error of the father's ways. A series of unexpected events in which Jason and the young boy figure enables Jason subtly to offer the needed lesson.

The series, featuring Bill Conrad as Louis Dumont, is written by Herb Ellis and Cleve Hermann and directed by Art Jacobson. Frank Worth is music director.

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MAINTAINED CARE TO DRAW AN INTERESTING-INTERESTING  
IN JASON AND THE COMMON PEOPLE, THE  
Drama-Documentary Radio Series

REVIEW

Michaelis' career, which began and ended with the  
radio role in the new NBC radio adventure series, JASON AND THE  
OPEN FRONT, which started Wednesday, Oct. 23 (10:00 p.m. EST).  
The dramatic adventure series will center around Jason, a  
microscopic character who owns a small, 100-ton ship in the French  
coast of New Orleans. Jason also has a 10-foot ship called "The  
Open House," which figures prominently in his adventures.  
The setting of Jason's life differs from most French coast  
of New Orleans as a quiet village where, in addition to a small  
village, he has shops and shops. He is in this new series because  
he has intelligence for New Orleans. It is in this new series because  
he has "The Open House" for living and for living in New Orleans.  
He is in all kinds of life and is expected to Jason, who makes in the  
way to the end who will be the highest.  
The Oct. 23 program will be the first of a series of 10-episode  
adventure series, who are now being produced and written by his youth. The  
of this is difficult to live up to his father's expectations, and it  
is a living life on "The Open House" in which he lives up to the first of  
his father's life. A series of 10-episode series in which Jason and the  
and boy have made Jason and the first of his father's life.  
The series, featuring Bill Brown as Jason's father, is written  
by Bill and John Brown, and directed by Art Johnson. The  
ship is made directly.

2 - 'Jason and the Golden Fleece'

The Oct. 29 program tells of the son of a former All-American football player, who has never forgotten the glories of his youth. The boy finds it difficult to live up to his father's expectations, and it takes a fishing trip on "The Golden Fleece" to point up the error of the father's ways. A series of unexpected events in which Jason and the young boy figure enables Jason subtly to offer the needed lesson.

The series, featuring Bill Conrad as Louis Dumont, is written by Herb Ellis and Cleve Hermann and directed by Art Jacobson. Frank Worth is music director.

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NBC-New York, 10/21/52

The Oct. 29 program tells of the son of a former all-  
American football player, who has been forgotten the victim of the  
game. The boy finds it difficult to live up to his father's memory  
and is named a "fading leaf" in "The Golden Pigeon" as being a  
the son of the father's way. A number of interesting scenes in  
which Jesse and his young boy friend are shown going to other the  
wedded friends.

The series, including this story as being the last in  
written by John Galt and John Galt and John Galt in all the series.  
John Galt is again director.

—

John Galt, 1935

\* GROUCHO MARX SETS BLOOD BANK DONATIONS BY STUDENTS  
AS HIS LECTURE FEE--AND THEY OVERSUBSCRIBE QUOTA \*

Groucho Marx has collected his fee in advance for a lecture he will give before the combined faculty and student body of the University of Oregon in Portland Dec. 2. The fee: 559 pints of blood for the Portland blood bank.

The star of the NBC radio and television program, "You Bet Your Life," requested the donation for the blood bank instead of a monetary fee for his appearance. The students, in a two-day drive while a Bloodmobile was on their campus, oversubscribed their 400-pint quota.

Groucho, seldom seen or heard on a lecture platform, has not revealed the topic of his talk.

\* -----O----- \*

WELCH GRAPE JUICE CO. RENEWS SPONSORSHIP  
OF 'HOWDY DOODY' TV SEGMENT

The Welch Grape Juice Company has renewed for another 52 weeks its sponsorship of NBC-TV's HOWDY DOODY on alternate Fridays, 5:45 to 6:00 p.m., EST.

Effective with the renewal, which begins on Friday, Dec. 5, the grape juice company will start its third year with NBC-TV's popular children's variety program. The advertising agency for Welch is Doherty, Clifford, Steers & Shenfield, Inc.



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

October 22, 1952

PR-17A-9-45

NBC'S EDWARD D. MADDEN PRESENTS 'VICTORY AT SEA,'

FILM-AND-MUSIC HISTORY SERIES, TO BBC

AT CEREMONY IN LONDON

- - -

Churchill to View Films at His Estate

LONDON, OCT. 22-Edward D. Madden, vice president and assistant to the president of the National Broadcasting Company, today made formal presentation of the VICTORY AT SEA films to Sir Alexander Cadogan, chairman of the board of governors of the British Broadcasting Corporation, at a luncheon here attended by NBC and BBC officials.

"Victory at Sea," 26-part film-and-music history of naval operations produced by NBC with the cooperation of the Admiralty and the U.S. Navy, has aroused so much interest in Britain, where it will be televised as a weekly series beginning Oct. 27, that Prime Minister Winston Churchill has requested a special preview screening of several episodes. They will be shown to him at his estate, Chartwell, next Sunday evening. (The NBC television premiere of "Victory at Sea" is Sunday, Oct. 26 at 3:00 p.m., EST).

Henry Salomon, naval historian who produced "Victory at Sea" for NBC, and Romney Wheeler, director of NBC's London bureau, attended the presentation luncheon today. Among the BBC officials present were B.E. Nicholls, acting director-general; George Barnes, director of television; Lady Rhys-Williams, member of the board of governors; J.B. Clark, director of external services; and Harold Bishop, chief engineer

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY



# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 22, 1952

NEW TV STATIONS IN ROANOKE AND WILKES-BARRE  
AFFILIATE WITH NBC NETWORK

The affiliation of two new television stations with the National Broadcasting Company's television network was announced today by Harry Bannister, vice president in charge of Station Relations.

The stations, which are under construction, are WSLS-TV, Roanoke, Va., and WBRE-TV, Wilkes-Barre, Pa. WSLS-TV is expected to take to the air on or about Dec. 1, and WBRE-TV on or about Dec. 15.

WSLS-TV is owned by the Roanoke Broadcasting Company, which also operates WSLS, NBC's radio affiliate. The TV outlet will operate on Channel 10, under direction of James Moore, vice president and general manager.

WBRE-TV will operate on UHF Channel 28, covering the Wilkes-Barre and Scranton markets. Louis G. Baltimore is the owner and general manager of WBRE-TV and also WBRE, which is affiliated with NBC's radio network.

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# *trade* *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 23, 1952

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NBC'S COMBINED TV-RADIO COVERAGE OF PRESIDENTIAL  
INAUGURATION TO BE SPONSORED  
BY GENERAL MOTORS

\*-----\*

DETROIT, MICH. -- General Motors announced today it will sponsor NBC's combined television-radio coverage of the Presidential inauguration on Tuesday, Jan. 20, 1953.

General Motors will sponsor a four-hour telecast and a two-hour radio broadcast of the Presidential procession from the White House to the Capitol for the swearing-in ceremonies, the return cavalcade from Capitol Hill to the White House, and the President's review of the inaugural parade. NBC will telecast and broadcast the actual swearing-in ceremonies, followed by the President's speech at the East Portico of the Capitol, as a public service.

Both the General Motors sponsored telecast and radio broadcast on NBC will begin at 11:30 a.m., EST. NBC radio coverage will continue until 2:30 p.m. EST, and TV coverage until 4:30 p.m. EST. William R. McAndrew, manager of the network's News and Special Events Department, will direct the inaugural day coverage.

(more)



## 2 - Inauguration

Noted NBC commentators, including Morgan Beatty, John Cameron Swayze, H.V. Kaltenborn, Frank Bourgholtzer, Ray Henle, Ned Brooks, David Brinkley, W.W. Chaplin and many others, will describe the ceremonies.

NBC pioneered in covering Presidential inaugurals, with the late Graham McNamee describing the inauguration of Calvin Coolidge in 1925 for the first time on radio over NBC's New York station.

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NBC-New York, 10/23/52

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# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 23, 1952

TALLULAH BANKHEAD TO STAR IN FIVE MORE SHOWS  
ON 'ALL STAR REVUE' THIS SEASON

Next Appearance Scheduled for Nov. 8

Tallulah Bankhead, who scored a great personal triumph in her television debut on the ALL STAR REVUE Saturday, Oct. 11, has signed with NBC to star in five more TV programs during the remainder of the season. Her next appearance on the "All Star Revue" is scheduled for Saturday, Nov. 8 (8:00 p.m., EST).

Long one of the country's most distinguished actresses, Miss Bankhead demonstrated that her magnetic personality is made to order for television. The critics were unanimous in their praise of Tallulah's performance. Jack Gould of the New York Times wrote, "Tallu is terrific!" The New York Daily News called the show "a personal triumph for La Bankhead." Jack O'Brian of the International News Service said Tallulah "made it perfectly plain that she will have the same success in TV she has accomplished on stage, screen and radio."

Miss Bankhead is now in Hollywood making a motion picture. She will play one of the major leads in "Main Street to Broadway," which will feature many name stars.

The star will return to New York next week in time to begin rehearsals for her second appearance on NBC-TV's "All Star Revue" Nov. 8. The show will be produced and directed by Dee Engelbach.



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 23, 1952

TV OFFERS NEW GENERATION UNPARALLELED KNOWLEDGE OF THE WORLD  
AND ITS PROBLEMS, SYLVESTER L. WEAVER, JR., SAYS  
AT MANHATTAN COLLEGE SYMPOSIUM

Television is giving the new generation "an exposure to the world" and its problems beyond the scope of any individual of the past, regardless of his power or position, Sylvester L. Weaver, Jr., vice president in charge of the radio and television networks of the National Broadcasting Company, told an audience at the Manhattan College Symposium tonight (Oct. 23).

"In years to come, youngsters will have heard every great musical performer, in person; will have witnessed the operas, the ballet, the symphonies; been exposed to the personalities of the men who influence their times; will have seen the people and the customs of every land, of every ethnic and social group. As they grow, they will have a sureness of mind and heart not easily won, for they will feel their identity with a gloriously pictured march of mankind toward the great society that has been the objective of Western thought from its beginnings. They will know the spiritual riches, the secular history. They will meet the spirits of our past and understand, better than we can now tell them, how we have come to this point in our passage to the future," Weaver said.

(more)



Manhattan College is celebrating its one hundredth anniversary. Weaver spoke in the place of Joseph H. McConnell, President of NBC, who was forced by an urgent business appointment to cancel his appearance.

"How many of you remember as a youngster what you knew about political conventions and candidates as compared to what your children now know from seeing the conventions and candidates on television?" he asked.

NBC last week presented the American premiere of Benjamin Britten's opera "Billy Budd," Weaver said, "and I am sure more people saw that one performance than attended all other operas performed in the United States during the past year."

"Not this Christmas," he said, "but we hope that by next Christmas Americans will be able to view the Pope celebrating a mass from the Vatican."

The future television receiver, Weaver predicted, "will use its screen -- in addition to its present use -- to play motion pictures, or recordings of television shows received while the family was out."

Other electronic equipment of the future, he continued, "will answer your phone, take messages, clean the house, get rid of waste products, air-condition the house, cook the food, baby-sit, read books or papers aloud to you, take down your orders or diary or thoughts, open and close doors for you, and keep your house moving along with the sun."

NBC's Communications Center of the future will have innumerable monitors picking up events and information from thousands of widely scattered vidicon cameras, Weaver said. The material from these cameras will be edited and used or stored for future projection.



A.H. SAXTON IS NAMED MANAGER OF TECHNICAL  
OPERATIONS FOR NBC HOLLYWOOD

A.H. Saxton has assumed charge of NBC Hollywood's radio and television engineering departments with the title of manager of technical operations in Hollywood, Earl Rettig, manager of network operations, Hollywood, announced today.

Saxton was formerly manager of radio operations. Reporting directly to him are Jack Burrell, supervisor of television technical operations; C.E. Pickett, supervisor of radio technical operations; Ben Doty, in charge of scheduling of engineering personnel; Frank Somers, in charge of engineering maintenance for both radio and television; Ralph Lovel, who continues in charge of kinescope recording; and L.D. Culley, in charge of radio recording.

Rettig also announced the transfer of jurisdiction over the sound effects department to Saxton. D.A. Dewolf continues as head of the department. John B. Knight, Jr., continues in charge of KNBH's Mt. Wilson transmitter, reporting directly to Saxton.

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TEACHERS PRAISE TELECAST OF ATOM BOMB BLAST

WNBT, NBC-TV station in New York, has received a certificate of merit from the New Jersey Science Teachers Association "for its efforts in bringing the 'atom bomb test' to viewers of New Jersey."

The atom blast last April near Las Vegas, Nev., was covered by the NBC television network. It was the first atomic explosion ever seen on home TV screens. Harold Hainfeld of Roosevelt School, Union City, N.J., chairman of TV awards for the association, congratulated the station and the network "on a fine educational television effort in science education."

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October 24, 1952

**39 SPONSORS FOR NBC RADIO'S FOOTBALL SCHEDULE**

A total of 39 sponsors has purchased all or parts of NBC's radio network football schedule of 12 games on 29 NBC affiliated stations, Lud Simmel, manager of NBC Co-op Sales, reported today.

Noting that this is the first season in which NBC has offered its radio football schedule to stations as a cooperative package for local sale, Simmel pointed out that nine stations have sold the full 12-game schedule; one station, 11 games, and four stations, eight games. The others have sold from one to six games each to local sponsors.

The schedule, which began Saturday, Sept. 20, will conclude with the Dec. 6 broadcast of the Kentucky-Florida game at Gainesville, Fla. NBC's noted sportscaster Bill Stern gives the play-by-play description of each game.

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NOTED PLAYERS TO APPEAR IN NEW SERIES, 'THE 40,000,000,'  
DRAMATIZING LATEST DISCOVERIES IN CHILD HEALTH

\*-----\*

Dramatizations of the latest discoveries and developments in child health will be presented in a new eight-week radio broadcast series, "The 40,000,000," to be produced by NBC in cooperation with Health Information Foundation starting Saturday, Nov. 8 (NBC radio network except WNBC, 7:30-8:00 p.m., EST).

Noted stage, screen and radio-TV personalities will be featured in the series, and leading radio documentarians will write the programs, which will include on-the-spot recordings made in hospitals, nurseries and child health centers. Wade Arnold will be the producer.

The series title, "The 40,000,000," refers to the number of children in the country under the age of 15.

The first program, "Death Was Catching," written by Lou Hazam, will deal with a child's chances of escaping diseases today. "Today," the narrator for this first program will say, "for every school-age child who dies, six would have died under the health conditions of 100 years ago; and for every pre-school child, 12 would have died."

Programs for weeks to follow will treat: child surgery, which is now restoring to normal health and activity countless children once hopelessly handicapped (Nov. 15); mental hygiene and ways of meeting the child's emotional needs (Nov. 22); nutrition and its

(more)

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Information on the above mentioned subject was received from the Director, FBI, on 10/10/50. It is requested that you advise the Bureau of any further information received on this matter. The above information was received from the Director, FBI, on 10/10/50.

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effects on physical and mental growth (Nov. 29); infant care and dangers which threaten babies during their first 30 days (Dec. 6); treatment and services for emotionally disturbed children (Dec. 13); school health programs and the parents' role (Dec. 20); and the role of the family doctor in protecting the child's health (Dec. 27 ).

Health Information Foundation is a non-profit, non-political organization which collects and distributes factual information on health care, progress and services in the United States.

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NBC-New York, 10/24/52



# trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 27, 1952

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'AT HOME WITH ROBERT FROST'--ON TV

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Pulitzer Prize-Winning Poet to Appear in Special NBC Film

Made at Home in Vermont with Bela Kornitzer as Guest

\*-----\*

Robert Frost, four-time winner of the Pulitzer Prize for poetry, will appear in a film made expressly for NBC television Sunday, Nov. 23 (5:30-6:00 p.m., EST). The program will be the second in the NBC-TV series of conversations with elder wise men. The first, a conversation with Bertrand Russell, was telecast last May.

The new film, "At Home with Robert Frost," was produced and directed by Richard de Rochement. It was made at Frost's home in Ripton, Vt., with Bela Kornitzer, Hungarian-born journalist and author, as his guest. In the course of the half-hour conversation, Frost reads two of his poems: "Stopping by Woods on a Snowy Evening" and "The Drumlin Woodchuck."

Frost, now 78, was born in San Francisco, the son of a New England father. After his father's death, when the boy was 10, the family moved back to New England, to Lawrence, Mass. In high school Frost discovered he was a poet. He tried a year at Dartmouth, left to work as bobbin boy in a Lawrence mill. Later he tried college again, this time Harvard, and remained for two years. He never received a

(more)



a regular degree, but he has honorary ones from more than a score of colleges. He tried his hand at many trades -- as a country school teacher, a cobbler, a small-town editor and farmer. When the farm failed, in 1912, Frost left with his wife for England. There his real career began, and he obtained the publication of his first book, "A Boy's Will." "North of Boston" followed the next year. In 1915 he returned to the United States to find himself famous. Since then his life has been marked by a succession of honors.

Anthologist Louis Untermeyer has described him: the face "carved out of native granite," the "pale blue but quizzical eyes, the quickly bantering smile and the sensual bee-stung underlip...a stubborn scholar's face masking the irrepressible poet's." He "still slouches in his chair," drawls his words in his "creaking, cranky voice," possesses "the mannerisms of a Yankee hired man."

Frost's principal books of poetry include "Mountain Interval," "New Hampshire," "West-Riding Brook," "A Further Range," "The Witness Tree" and "Steeple Bush." Dozens of his poems are in anthologies, the best-known ones, perhaps, being "Birches," "Mending Wall" and "Stopping by Woods on a Snowy Evening."

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NBC-New York, 10/27/52



# trade news

CA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 28, 1952

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BOB HOPE TO START NEW DAYTIME SHOW OF COMIC COMMENTARY  
--'AND A RECIPE OR TWO'--FOR THE LADIES  
ON NBC RADIO NETWORK NOV. 10

\*-----\*

## PREMIERE

Bob Hope, who has reigned for many years as a nighttime radio favorite, will bring his comedy talents to daytime listeners in a new, relaxed and informal Monday-through-Friday radio series on the NBC network beginning Monday, Nov. 10 (9:30 a.m., EST).

The 15-minute daily humorous commentary series will be slanted toward the women of America. The show will include fun-filled visits with guest celebrities, comedy chatter between the comic and announcer-foil Bill Goodwin, candid comments tape-recorded during Hope's many guest appearances and visits to service camps -- and, as Hope says, "even a recipe or two for my best friends, the women of America!"

The series will be produced in Hollywood and sponsored by General Foods Corp. on behalf of Jell-O puddings and pie-fillings. In addition to the daily daytime show, Hope also will be sponsored by General Foods for the Jell-O products in a once-a-week night-time comedy-variety radio show on NBC starting Wednesday, Jan. 7, 1953, at

(more)



a time to be announced. The agency for the sponsor is Young & Rubicam, Inc.

Hope, recently presented with a special award by President Truman on behalf of U.S. servicemen for his tireless record of entertaining Army and Navy personnel, will be followed by a tape-recorder on his visits to military posts and elsewhere. This procedure will provide the daytime listeners with a record of Hope's many and varied activities, human interest features, interviews with celebrities and others, and his comments on the news presented in his humorous style.

Actual taping of the first show will begin a week before the premiere date to "keep the material as fresh as possible," according to Hope. "If we did our taping earlier, a lot of the stuff would be stale come broadcast time. I want to give the morning listener the same shake I give the after-dark clientele."

Bill Goodwin, announcer-comic who has appeared with Hope before, will serve as "buffer" for the comic's wit. Bill Lawrence, who produced Hope's night-time program nine years ago, will be producer-director.

The signing of Hope for this series was one of the largest multiple purchases of radio network time in recent years by a major advertiser, and "marks the first time in the history of NBC radio that a comedian of Hope's stature will be heard regularly on both daytime and nighttime programs," according to John K. Herbert, NBC vice president in charge of Sales. Hope was represented in the negotiations for this invasion of daytime radio by James L. Saphier, who also played a major role in piloting the deal with the agency and sponsor to success.

In addition to his new radio programs, the NBC comedian will continue to be featured this season as one of the rotating stars of the network's TV series, the "Colgate Comedy Hour."



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

October 28, 1952

PR-17A-9-45

AMBASSADOR FRANKS HEADS BRITISH DIPLOMATIC CORPS  
AT 'COMMAND PERFORMANCE' SCREENING OF  
'VICTORY AT SEA' EPISODE

FOR RELEASE 3:00 P.M., EST, WEDNESDAY, OCT. 29

The National Broadcasting Company and the U.S. Navy held a special "command performance" screening of one half-hour episode from VICTORY AT SEA for British Ambassador Sir Oliver Franks and the representatives in Washington of all the governments of the British Commonwealth of Nations this afternoon in the Naval Photographic Center at the U.S. Naval Air Station, Anacostia, D.C.

"Victory at Sea," public-service dramatic film-and-music history of naval operations produced by NBC with the cooperation of the British Admiralty and the U.S. Navy, is being shown both on the BBC and the NBC television networks. Episode No. 5, "Mediterranean Mosaic," produced almost wholly with Admiralty film footage, was shown to the British diplomatic corps.

Among the ambassadors attending the special screening were Hume Wrong, Canada; Sir Percy Spender, Australia; Leslie Knox Munro, New Zealand; G.L. Mehta, India; Mohammed Ali, Pakistan; Sir Claude Corea, Ceylon; and G.P. Joeste, Union of South Africa. Military and naval attaches from all these governments also attended, including Capt. J.R.B. Longden, OBE, Royal Navy, naval attache to the British Embassy in Washington, who served as technical advisor on the Admiralty film footage used in "Victory at Sea;" and the highest-ranking officers from the British Joint Service Mission in the United States.

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'MARY LEE TAYLOR SHOW,' ONE OF RADIO'S OLDEST,  
TO MARK 19TH ANNIVERSARY ON AIR NOV. 1

One of radio's oldest sponsored programs, the MARY LEE TAYLOR SHOW, will mark its 19th anniversary on the air on Nov. 1. The program, broadcast Saturdays at 10:30 a.m., EST, has been heard over the NBC network since Oct. 23, 1948.

The anniversary is a dual celebration for Susan Cost, better known to her vast listening audience as Mary Lee Taylor. Susan Cost has been the popular hostess on the program since its inception. Her helpful hints on buying and budget planning, as well as her "easy-to-make" recipes, have become known to millions of housewives throughout the country.

Half of the "Mary Lee Taylor Show" is devoted to a dramatic sketch about Sally and Jim Carter and their children -- a typical American family with its everyday problems and their sensible, practical approach in solving these problems.

The "Mary Lee Taylor Show" is sponsored by the Pet Milk Corporation and originates in St. Louis, Mo.

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BOB ATCHER, FOLK SINGER AND GUITARIST, TO HEAD  
NEW CAST ON 'FAULTLESS STARCH TIME'

Bob Atcher, popular folk singer and guitarist, will be emcee and star of the FAULTLESS STARCH TIME SHOW starting Sunday, Nov. 2 (NBC radio network except WNBC, 11:00-11:15 a.m., EST).

The program, which recently began its fifth year on NBC, will originate from Chicago with a new cast. Assisting Atcher in the quarter-hour blend of folk songs, old-time favorites and religious selections, will be soprano Mary Jane Johnson and the Hometowners instrumental group.

Larry Wellington directs the Hometowners and doubles on accordion. Other regulars are Jane Haley, who plays clarinet and piano; Earl Randall on the trombone and drums; Ken Carbonel, guitarist; and Duane Swally, bassist.

Atcher, long-time singing star of the "National Barn Dance Show" and star of his own Chicago TV show, also is a popular recording star of Western and American folk tunes. "Faultless Starch Time" is sponsored by the Faultless Starch Company.

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MARK TWAIN SOCIETY HONORS WILLIAM I. KAUFMAN

William I. Kaufman, of the NBC Television Program Department, has been made an honorary member of the International Mark Twain Society for his contribution to literature. Kaufman edited "The Best Television Plays, 1950-51," and "The Best Television Plays of the Year, 1949-1950" and with Robert S. Colodzin was co-author of "Your Career in Television," all published by Merlin Press, Inc.

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WILLIAM HODAPP PREPARES 'HANDBOOK OF TV PRODUCTION'

William Hodapp, producer of AMERICAN INVENTORY, the NBC-Alfred P. Sloan Foundation continuing weekly experiment in adult education via television, is at work on a "how-to-do-it" guide to television programming. The book, titled "A Handbook of TV Production," will be published next April by Pellegrini and Cudahy.

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NEC-New York, 10/28/52



# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 30, 1952

NBC RADIO AND TV NETWORKS, WITH STAFF OF 250  
PLUS 'ELECTRONIC BRAIN' AND MOBILE UNITS,  
TO BRING ELECTION RETURNS TO NATION

---

Top Commentators to Analyze Results

NBC will present the most dramatic show of the year on Tuesday night, Nov. 4 when the combined radio and television networks bring full election returns to the nation. Philco Corporation will sponsor NBC's election coverage, which will start on radio at 8:00 p.m., EST, and on television at 9:00 p.m., EST, continuing uninterrupted until final results are known.

NBC television stations will report local results on the hour and at 35 minutes past each hour. NBC radio stations will broadcast local reports at 25 and 55 minutes after each hour.

The network reports will originate in NBC's combined radio-TV election night headquarters in studio 8-H, Radio City, New York, where William R. McAndrew will direct a staff of 250, featuring 15 top commentators. The coordinated network news team will have "Mike Monrobot, the electronic brain," to compute important trends as ballot counts pour into the headquarters from all 48 states. A battery of nine specially adapted National Cash Registers will flash the latest

(more)



## 2 - Election Night Coverage

returns continually on television screens, a device originated by NBC at the Chicago political conventions last July. NBC will have mobile units rolling through the streets of most major cities in the United States, and a specially chartered airplane to fly fast-developed films of Gov. Stevenson from Springfield, Ill., to Chicago for transmission on the NBC-TV network.

NBC, which pioneered in telecasting election night results in 1948, will have a staff of 250 in Studio 8-H, and four television settings complete with huge visual aids. A map of the United States, designed according to the number of electoral college votes each state casts, will be behind John Cameron Swayze, the Presidential commentator on NBC-TV. The electrical map will show when a state is doubtful or whether it goes for Eisenhower or Stevenson. Behind Richard Harkness, who will keep televiewers informed on vital senatorial and gubernatorial contests, will be another such chart showing whether the Republicans or Democrats are gaining control of the Senate and various governorships. Ned Brooks, reporting to NBC-TV viewers on Congressional races, will have an enlarged floor plan of the House of Representatives behind him, which will show each seat as it is won by one party or the other.

On Election night NBC also will have the services of the Howell-Rogin staff, whose animated cartoons superimposed on NBC-TV pictures of the Chicago conventions were highly praised. A complete graphic arts section capable of turning out additional visual presentations of the ballot counts as the evening goes along will be established in the studio.

(more)



Six-TV cameras will pick up the various activities in Studio 8-H, ranging from Bill Henry, who will do the running commentary; over the teams of tabulators whose noiseless adding machines caused one wag to ask if NBC would require sound effects men in the election night headquarters to provide the usual bustle and background sounds for televiewers and radio listeners. A political reference library and a librarian will be on hand in the headquarters.

NBC radio will be on top of the returns throughout the night, with Joseph Meyers supervising the radio staff. George Hicks and Merrill Mueller will give the running report through the evening, with full Presidential returns. W.W. Chaplin will be the reporter for Senate and gubernatorial contests. Ray Henle will concentrate on House elections, and William Sprague will give color and human interest stories. H.V. Kaltenborn, veteran broadcaster of previous Presidential elections, will be a roving commentator on Nov. 4, alternating between radio and television. Morgan Beatty, editor in chief of NBC's "News of the World," will interpret the findings of the Monrobot "electronic brain" to the combined radio and television audiences.

At General Eisenhower's headquarters at the Commodore Hotel in New York, NBC will have Frank Bourgholtzer and Ben Grauer, and a TV mobile unit, sound-film camera crews and mobile radio transmitters. Similar equipment and personnel will assist Ray Scherer and Jack Angell, who will be reporting from Governor Stevenson's headquarters in Springfield, Ill. The radio-TV teams of reporters will be equipped with live and film cameras plus microphones at the Democratic national Headquarters in the Mayflower Hotel in Washington.

and TV cameras will pick up the various activities in

Studio B-H, featuring from Bill Barry, and will be the running comment

any; over the course of the day, when necessary, with the

based one way to ask if NBC would request some other man in the

action night headquarters to provide the usual public and background

ounds for interviews and radio interviews. A selected telephone

library and a literature will be on hand in the headquarters.

NBC radio will be on top of the action throughout the

night, with Joseph Meyer's supervising the radio staff. George Nixon

and Merrill Keeler will give the running report through the evening.

With this Presidential report, W.W. Chaplin will be the reporter

on Senate and Congressional business. Ray Hunt will concentrate on

house elections, and William Spanner will cover state and local issues.

and secured. H.V. Katzenbach, veteran newsman of previous

Presidential elections, will be a special commentator on Nov. 4, after

acting between radio and television. Norman Torgov, editor in chief

of NBC's "News of the World," will be present in the building of the

robotic "electronic brain" to the network's radio and television

audience.

As General Eisenhower's party leaves the Lincoln Hotel

in New York, NBC will have Frank Rowland, Bob and Ben Gerson, and a

TV mobile unit, sound-team camera teams and mobile radio transmission.

Mobile equipment and personnel will arrive Ray Johnson and Jack

Wheeler, who will be reporting from Governor Eisenhower's headquarters

in Springfield, Ill. The radio-TV teams of reporters will be equipped

with live and from camera plus microphone at the Lincoln Hotel

headquarters in the White House in Washington.

NBC-TV's new Television Center in Burbank, Calif., will be transformed into a West Coast election night headquarters. NBC-TV's Hollywood newsroom, headed by Roy Neal, will give a four-station Western TV network (KNBH Hollywood, KRON San Francisco, KDYL-TV Salt Lake City and KFEL-TV Denver) complete election returns, supplementing NBC telecasts from the East. Elmer Peterson, Roy Neal, John Thompson and Jimmy Wallington will report on TV for 40 minutes each hour starting at 5:00 p.m., (PST) with local and national results. A 50-by-15 foot scoreboard in NBC-TV's election headquarters at Burbank will have latest figures on significant races across the nation. Six TV cameras will work round the clock there on election night.

William R. McAndrew, over-all director of NBC's Philco-sponsored election coverage, said that NBC's election telecasts "will be as visual as possible with figures always available directly on television screens. Radio commentators will report latest returns as they pour into network headquarters. TV newsmen will commentate and interpret what the results mean. The cash register vote totals which proved popular at Chicago during the political conventions, will keep latest figures superimposed on the bottom of television screens. Televiewers will see who is ahead at a glance."

McAndrew said, "The Monrobot, our electronic brain, is raring to go. He's stuffed full of information that will help him compare this year's Presidential election with 1948. NBC pioneered in telecasting election results four years ago. In this all-electronic election we'll be out in front again with accurate and rapid reports."

(more)



5 - Election Night Coverage

In 1948 a seven-station East Coast network and a separate seven-station Midwestern hookup covered election night results on NBC, providing 16 consecutive hours of reports.

This year, in addition to the network's combined TV radio news staff, NBC will have Elmo Roper, distinguished public opinion analyst, at New York election night headquarters to analyze the returns and to show in simple terms what late results mean.

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NBC-New York, 10/30/52

On 1978 a seven-million word data network was a network  
that would have been a network of networked data. It was  
a network of networked data. It was a network of networked data.  
The year, in contrast to the network's networked data, was  
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# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 30, 1952

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## TWO NEW SPONSORS FOR 'KATE SMITH HOUR'

Two new advertisers have signed with NBC to sponsor 15-minute segments of the KATE SMITH HOUR, the network's leading afternoon TV variety series featuring the first lady of song.

Block Drug Company will sponsor the 4:30 to 4:45 p.m., EST quarter-hour of the "Kate Smith Hour" every Tuesday beginning Nov. 25. The contract, for 39 weeks, was placed by Cecil & Presbrey, Inc. The company will advertise its Ammi-dent toothpaste and other drug products.

James Lees and Sons Company, manufacturers of carpets and rugs, will sponsor the 4:15 to 4:30 p.m., EST period of the program every Monday, effective Dec. 8. D'Arcy Advertising Company, Inc. is the agency. The contract is for 26 weeks.

The "Kate Smith Hour" is telecast over NBC-TV Mondays through Fridays from 4:00 to 5:00 p.m., EST.

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DIPLOMATS AND OTHER NOTABLES SEE 'VICTORY AT SEA'  
EPISODE, FIRST AMERICAN FILM TO BE PRESENTED  
AT BRITISH INVITATIONAL PRESTIGE SHOWING

FOR RELEASE FRIDAY A.M., OCT. 31

An American film was shown for the first time at the British Information Service's invitational Prestige Showing of documentary films when one episode from NBC-TV's VICTORY AT SEA was screened last night for an audience of diplomats, correspondents and radio and television officials at New York's Museum of Modern Art.

Held four times a year under auspices of the British Information Service, these invitational Prestige Showings heretofore had been devoted solely to British-made films. Episode No. 5 from "Victory at Sea," called "Mediterranean Mosaic" and documenting the Royal Navy's participation in the Mediterranean warfare in World War II, was seen at the special showing.

Sir Gladwyn Jebb, the United Kingdom's delegate to the United Nations; Sir Henry Hobson, British consul general in New York; and officials of the National Broadcasting Company were among the invited guests.

Coordinated by Robert W. Sarnoff, vice-president in charge of NBC-TV's Film Division, "Victory at Sea" has been produced for NBC with the cooperation both of the United States Navy and the British Admiralty. It is being telecast both on the BBC and the NBC television networks. "Mediterranean Mosaic" was produced almost wholly with Admiralty film footage.

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\*  
\*  
STRING TEACHERS COMMEND 'MEET THE MASTERS' SERIES

The NBC television series, "Meet the Masters," has been singled out for praise by the American String Teachers Association in the following resolution.

"It has come to our attention that many school children and students are being directed to the study of musical instruments as a result of the TV series of programs entitled 'Meet the Masters.' Be it resolved therefore, that this meeting to on record as recognizing this contribution and that same be sent to the NBC Television Program Director."

The program, heard on NBC television on alternate Sundays (5:30 p.m., EST) is sponsored by James Lees and Sons Co. The program features great musical artists in recital and off-stage moments.

-----O-----

\*  
\*  
A NEW DAY FOR DENNIS DAY

A new Day was born in Los Angeles on the morning of Oct. 28, when Mrs. Dennis Day, wife of the NBC star, became the mother of a six pound, 11 ounce girl. Mrs. Day is the former Peggy Almquist.

Named Margaret, the baby is the first girl for the Days. They have three sons: Patrick James, 4, Dennis Eugene, 3, and Michael, 2. At last report Father Day, star of the NBC-TV Friday night RCA VICTOR SHOW was in good voice. So was Margaret.

-----O-----



CREDITS FOR 'MR. PEEPERS' ON NBC-TV

PROGRAM: MR. PEEPERS

TIME: Sundays, 7:30 p.m., EST (started Fall series Oct. 26, following Summer series July 3 - Sept. 25).

FORMAT: Situation comedy about a shy, modest science teacher in a small, typical American junior high school and his adventures with his colleagues, students and neighbors, usually involving the bungling but well-meaning hero in some hilarious encounter.

STAR: Wally Cox as Robinson Peepers.

CAST: Includes Patricia Benoit as Nancy Remington, school nurse; Tony Randall as Harvey Weskit, history teacher; Joseph Foley as Mr. Gurney, principal; Marion Lorne as Mrs. Gurney, his wife.

PRODUCER: Fred Coe.

DIRECTOR: Hal Keith

WRITERS: David Swift (creator of the character) and Jim Fritzell.

SETTINGS: Otis Riggs

MUSIC: Bernie Green

SPONSOR: Reynolds Metals Company

AGENCY: Russel M. Seeds Co., Inc.

ORIGINATION: NBC Center Theatre, New York City.

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# trade news

CHRISTINE CASSELY  
ROOM 400

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RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 31, 1952

BOB AND RAY TO BE SPOTLIGHTED ON 'TODAY' TV PROGRAM

- - -

Satirists to Offer Their 'Man in the Street'

Parody Mondays and Thursdays

Bob and Ray, NBC's satirical humorists, will become a regular feature of the NBC-TV network news and special events show, TODAY, starting Thursday, Nov. 6. The youthful wits, who are on the network's radio and TV facilities more hours a week than they can keep track of, will perform on the early morning TV show twice-weekly, every Monday and Thursday.

"Today," with Dave Garroway, is seen on the NBC-TV network, Mondays through Fridays, 7:00 to 9:00 a.m., EST and CST.

Bob and Ray will offer their famous parody of the "man-in-the-street" broadcasts, covering some news topic of the day. Bob Elliott and Ray Goulding, as they are known to their families, presented this same feature on "Today" for several weeks last August. It was a huge success, as evidenced by the mail response.

However, their "man-in-the-street" burlesque was carried out with such deadpan reality that many viewers wrote in to inform Bob that the man he interviewed each day appeared to be the same person. Ray, of course, was overjoyed that someone recognized him.

In the 15 months that Bob and Ray have been delivering their

(more)



2 - Bob and Ray

penetrating satires over the NBC radio and TV networks, they have risen to national prominence by their unorthodox style of humor. Last Spring they won the Peabody Award for "the best in radio entertainment."

They began as a team several years ago at a radio station in Boston, where both served as staff announcers. They discovered their mutual talents while indulging in on-the-air witticisms and began to develop satirical sketches about any topic that caught their fancies. Radio and television are two of their favorite subjects.

-----O-----

NBC-New York, 10/31/52

permeation ability they are not really the TV network, they are  
 rather an national program, by which independent states of power.  
 Last Spring they were the people heard the "the year in radio" series  
 followed.

They began as a team several years ago at a radio station  
 in Boston, where both served as staff announcers. They discovered  
 their mutual talents while indulging in on-the-air. With time and  
 began to develop national attention about the fact that though radio  
 limited. Radio and television was not at first, as with national.

# trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

October 31, 1952

\*-----\*

'ASK WASHINGTON,' NEW TV PROGRAM, TO ANSWER QUESTIONS  
ABOUT WHAT'S HAPPENING IN NATION'S CAPITAL

- - -  
Question and Answer Show to Start on NBC Nov. 5

\*-----\*

## NEW SERIES

No matter which party wins the election, millions of Americans will have questions about the conduct of the government and what's happening in the nation's capital.

To answer them, NBC television will inaugurate a new program entitled ASK WASHINGTON the day after election, Wednesday, Nov. 5, at 10:30 a.m., EST, (network except WNBT). The half-hour question-and-answer program with Frank Blair as moderator will be presented Monday through Friday.

NBC Washington correspondents Leif Eid, Ray Henle, Ned Brooks, Albert Warner, Richard Harkness and Esther Tufty are among the commentators who will appear on "Ask Washington" and reply to letters and telegrams from televiewers across the country.

"Campaign Call," presented currently in this time period, is extremely popular with women, one of whom wrote NBC that "Campaign Call" might be working "a revolution in America by making the women better informed on candidates and issues than men." Lou Hazam of NBC's

(more)

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2 - Ask Washington

Washington staff conceived the idea of the program which Ted Ayers produces and directs.

"Ask Washington" is another program in the public interest presented by the NBC news and special events department, of which William R. McAndrew is manager.

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NBC-New York, 10/31/52



LEONARD BERNSTEIN'S 'TROUBLE IN TAHITI,' WITH COMPOSER  
CONDUCTING, TO BE PRESENTED BY NBC-TV OPERA THEATRE

- - -

Beverly Wolff and David Atkinson in Featured Roles

For TV Premiere of Work Nov. 16

Leonard Bernstein's short opera, "Trouble in Tahiti," will be the second presentation of the current season of the NBC Television Opera Theatre Sunday, Nov. 16 (NBC-TV, 3:00 p.m., EST).

This will mark the first television performance of the work, and also the first presentation of the opera in slightly revised form. It was given its premiere performance in June at Brandeis University, and later in the Summer was performed at the Tanglewood Festival.

Bernstein himself will conduct the performance, which will feature soprano Beverly Wolff as Dinah and baritone David Atkinson as Sam. In addition to these principal roles, there will be a trio including soprano Constance Bringham, tenor Robert Kole and baritone William Harder.

The opera, with a libretto also by Bernstein, has a simple story line, concerning a suburban married couple of today and their daily life and problems. The trio comments on the action, somewhat in the manner of a Greek chorus. The music is modern and at times in a jazz style.

The title of the opera refers to a film which is seen by the wife and does not describe the locale of the opera itself, which actually is in any comfortable suburban community and the nearby city.

Samuel Chotzinoff is producer and Peter Herman Adler is music and artistic director of the NBC Television Opera Theatre. Kirk Browning is television director and Charles Polacheck is associate producer.

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HOWARD BERNSTEIN'S 'STREET IN TOWN', WITH COMMENTS  
CONCERNING TO BE PRESENTED BY THE TV SERIES 'STREET IN TOWN'

HOWARD BERNSTEIN AND LARRY KATZMAN IN 'STREET IN TOWN'

FOR TV PRESENTATION AT 10:00 PM. 11

4

Howard Bernstein's sharp script, 'Street in Town', will  
be the second presentation of the second season of the NBC television  
series 'Street in Town', May 12 (10:00 PM, 11:00 PM, 12:00 AM).  
This will mark the first television presentation of the series  
and also the first presentation of the series in a single episode form.  
It was given the premiere performance in New York at the Lincoln Center  
and later in the theater was performed at the Lincoln Center.  
Bernstein himself will conduct the performance, which will  
feature soprano Beverly Sills as Susan and baritone David Aronson as  
Sam. In addition to these principal roles, there will be a cast of  
supporting actors, including William Braham, Peter Markham, and  
William Braham.  
The opera, with a libretto also by Bernstein, has a simple  
story line, concerning a suburban married couple of today and their  
daily life and problems. The first movement of the opera, 'Street in  
Town', is a short scene. The opera is written and is sung in a  
new style.  
The title of the opera refers to a film which is seen by the  
audience and describes the scene of the opera itself, which scene  
is in the same style as the opera itself.  
Samuel Bernstein is producer and Larry Katzman is  
music and artistic director of the NBC television opera 'Street in Town'.  
Bernstein is television director and Larry Katzman is producer.

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TWO BOSTON TAXI DRIVERS, HOMEWARD BOUND AFTER HOLLYWOOD  
TRIP TO HONOR EDDIE CANTOR, ARE GUESTS  
ON 'BIG PAYOFF' IN NEW YORK

\*-----\*

The two homeward-bound taxi-drivers who drove a cab from Boston to Hollywood to honor Eddie Cantor for his portrayal of "Maxie the Taxi" on "Colgate Comedy Hour," were guests on NBC-TV's "Big Payoff" in New York today.

The drivers, Eddie Kupchik and Barry Freedman of Boston, were on the return trip from California and brought with them memories which will last them a lifetime. While in Hollywood they visited Eddie Cantor in the Cedars of Lebanon Hospital, where he is convalescing, and presented him with gifts from all over the country as well as a plaque from the Boston Taxi Drivers Association, which was the initial purpose of the trip.

The stop in New York was the next to last on a round trip that covered 8000 miles. It was on Oct. 3 that the taxi left Boston with an escort to the city limits which included 150 cabs from all companies in the city and the mayor John B. Hynes, who rode in the first car. They reached Hollywood Oct. 23 after making stops in Schenectady, Utica, Syracuse, Buffalo, Erie, Cleveland, Detroit, Lansing, Grand Rapids, Chicago, Kenosha, Milwaukee, St. Paul-Minneapolis, Ames, Omaha, Kansas City, Tulsa, Oklahoma City, Dallas, Amarillo, Albuquerque, and Phoenix.

(more)

TWO BOSTON TAXI DRIVERS, HOMETOWN BOYD AFTER HOLLYWOOD  
TRIP TO HONOR ANDRE GANTON, ARE OUTSTAY  
ON 'BIG KAWA' IN NEW YORK

The two hometown-boys taxi-drivers who drove a bus from  
Boston to Hollywood to honor Andre Ganton for his country, on "Holly-  
wood Taxi" on "College Comedy Hour," were "Holly-wood Taxi"  
Pavitt in New York today.

The drivers, Eddie Kaphan and George Kaphan of Boston, who  
on the return trip from California and brought with them money  
which will last them a lifetime. While in Hollywood they visited  
Andre Ganton in the Chamber of Commerce Building, where he is com-  
ing, and presented him with gifts from all over the country as well  
as a plaque from the Boston Taxi Drivers Association which was the  
initial purpose of the trip.

The trip to New York was the last of a round trip  
that covered 8,000 miles. It was on Oct. 3 that the two boys  
left on their way to the city which Andre Ganton 120 miles from all  
companies in the city and the boys, John D. Kaphan, who was in the  
first car. They reached Hollywood Oct. 23 after making stops in  
Schenectady, Utica, Syracuse, Buffalo, Erie, Cleveland, Detroit, and  
Chicago, Grand Rapids, Chicago, Kansas, St. Louis, St. Paul-Minneapolis,  
and Omaha. Home of the boys, Ganton, Oct. 23, after a  
stopover, and then.

## 2 - Taxi Drivers

In each of these cities the drivers participated in a motorcade, were greeted by city officials, and appeared as guests on local radio and TV shows. The meter, which was kept running all the way "just for the record," registered \$1329.10 when the cab arrived in Hollywood.

The not-so-direct route which the taxi followed to Hollywood was 4,650 miles long, but on the return trip the drivers followed as straight a line as the highway system would permit. They were anxious to be with their families again and were happily surprised to find that their wives had been flown to New York to greet them, as guests of the Colgate-Palmolive-Peet Company, sponsors of the "Colgate Comedy Hour" and "The Big Payoff."

Kupchik had another reason to hurry home. He is taking a night course at Northeastern University in Boston, and if he is not present for classes on Monday evening he will lose his benefits under the GI Bill.

When asked what they wanted to do first after getting back to Boston they both replied, "I want to get back to driving my cab and make some money."

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NBC-New York, 10/31/52

In each of these cities the drivers participated in a water-  
 polo, were greeted by city officials and appeared as guests on local  
 radio and TV shows. The meter, which was kept running all the way  
 "just for the record," registered \$150.10 when the cab arrived in  
 Hollywood.

The not-so-direct route which the taxi followed to Hollywood  
 was 4.650 miles long. But on the return trip the driver followed a  
 straight line as the highway system would permit. They were anxious  
 to be with their families again and were happily surprised to find  
 that their wives had been flown to New York to greet them, as members  
 of the Colgate-Palmolive-Lord Company, sponsors of the "Colgate Comedy  
 Hour" and "The Big Boy Show."

Kaplan had another reason to hurry home. He is taking a  
 night course at Northeastern University in Boston, and if he is not  
 present for class on Monday evening he will lose his benefits under  
 the GI Bill.

When asked what they wanted to do first after getting home  
 to spend any time at all, he replied, "I want to get back to driving my cab and  
 make some money."

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1957-1958 Year 10/11/58

EL PASO STATION BUYS THREE TV FILM PROGRAMS

"Dangerous Assignment," starring Brian Donlevy; "Douglas Fairbanks Presents," and "Hopalong Cassidy," three syndicated TV film programs, have been sold to station KROD-TV, El Paso, Texas, on a full-year basis, John B. Cron, manager of NBC-TV film sales, announced today. Cron also said that WBZ-TV Boston has renewed the "NBC News Review of the Week" for a year.

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NBC-New York, 10/31/52

[illegible]